

23rd Annual California Coastal Cleanup Day

706,531 Forks, knives
and spoons
found since 1985*

California Coastal Cleanup Day

Saturday, September 15, 2007 - 9 am to Noon



Presented by California Coastal Commission and Whole Foods Market

California Coastal Commission
(800) COAST-4U
www.coast4u.org

23rd Annual California Coastal Cleanup Day

“The leatherback turtle can keep itself warm in cold water, dive over 1,000 meters below sea level, travel thousands of miles and gulp down a Portuguese man-of-war but is threatened by the inert plastic shopping bag.” - N. Mrosovsky, 1987

Our Problem

Over the past 50 years or so, Americans have become consumed by consumption. Plastics and other single-use disposable items are gobbled up in enormous numbers they have become pervasive features of our daily life. As this trend has developed, concern has grown over the blight our quest for convenience creates along our waterways, on our beaches, and in our ocean.

California has jumped to the forefront of a wide-ranging effort to reduce the amount of debris that ends up in our oceans each year. Actions from administrative resolutions to legislative mandates to voluntary reductions have been increasingly put to use on a host of debris items: cigarette butts, expanded polystyrene, plastic bags, litter from fast food restaurants; the list goes on. Despite all these efforts, however, the increase in both population and consumption naturally results in more waste that is not properly handled, and therefore more waste that, if not cleaned up, could end up in the ocean. Once there, this debris can pose a harmful or even fatal threat to marine wildlife. Californians have always been ready to answer such calls to action.



Scenes like this have become increasingly common as debris has become more widespread in marine habitats.

Our Solution

California leads the nation in environmental awareness; this holds true for environmental volunteerism, as well. Over the past 23 years, California has been a leader in a global effort to clean up the remains of our consumer society. That effort reached new heights in 2007, when thousands of Californians headed out to their local beaches, lakes, rivers, parks, and wetlands to take part in the 23rd Annual California Coastal Cleanup Day.



The record volunteer turnout for the 2007 Coastal Cleanup Day meant that large crowds like this one in San Francisco were the norm at many cleanup locations around California.

Coastal Cleanup Day is California's premiere volunteer event. Since the state's first Coastal Cleanup in 1985, the third Saturday of each September, the day on which the Cleanup is traditionally held, has become a celebration and opportunity for stewardship of the 1,100 miles of coastline and thousands more miles of river, creek, and lake shorelines that help give California its unique appeal. Volunteers have always responded overwhelmingly to Coastal Cleanup Day, and never more so than in 2007. Sixty-one thousand one hundred and twenty-two (61,122) people turned out for the Coastal Commission's 23rd annual event, representing a 20 percent jump in volunteers over the previous record turnout. Those volunteers removed almost 904,000

pounds of debris, of which close to 120,000 pounds was recycled, from over 2,400 miles of shoreline around the state. With 48 counties (of 58 total in California) taking part, the 2007 Cleanup also had the largest geographic reach ever achieved.

California does not stand alone in the effort to rid our oceans of debris. California Coastal Cleanup Day is a major part of the International Coastal Cleanup, the world's largest volunteer event dedicated to the marine environment. Each year, more than 70 countries and hundreds of thousands of people participate in the cleanup, spanning areas from the shores of Argentina to the beaches of Tanzania. In 2006, the year of the most recent available data, over 350,000 volunteers turned out for the International Coastal Cleanup. Amazingly, California - only one of 41 states and territories to participate in the Cleanup in the U.S. - accounted for almost 16 percent of the worldwide total participation and over 13 percent of the debris! With the incredible jump in participation and decrease in debris removed, the 2007 numbers are expected to exceed the 2006 results.



The International Coastal Cleanup does not confine itself to land. These California divers show off the debris they collected during the International Dive Cleanup, a major part of the ICC sponsored by PADI's Project A.W.A.R.E.

Our Partners

California's annual Coastal Cleanup is itself not simply one massive event; rather, it is an umbrella that encompasses hundreds of smaller Cleanups that take place around the state on a single day. Cleanups are organized under the Coastal Cleanup Day title from San Diego to Del Norte, and from Modoc County to Imperial County, and almost everywhere in between. Hundreds of nonprofit organizations, local government agencies, small and large businesses, and individual volunteers help to create the event in their communities. From Heal the Bay, the Los Angeles County coordinating non-profit that oversees more than 10,000 volunteers at more than 50 cleanup locations, to the Sierra Nevada Trading Company, which organized just a few volunteers to clean the shores of Alpine Lake in Alpine County high in the Sierra Nevada, Coastal Cleanup Day organizers are a diverse group, united by their desire to offer an opportunity to give back to the environment and provide the benefit of clean and healthy shorelines to local communities.



Sponsors help draw even larger crowds to the Cleanup. Long-time partner Oracle brought Golden State Warrior Kelenna Azubuike out to greet volunteers in San Francisco.



As this picture from a new cleanup in Petaluma attests, there are still many spots in California in need of cleanup.

The Cleanup has grown over the past 10-15 years, but never more so than in 2007. Much of this growth came from existing areas, where organizers turned out more volunteers than ever before; San Diego County, for example, broke the 6,000-volunteer mark for the first time ever, a testament to the cooperative effort between the two local organizers, San Diego Coastkeeper and I Love A Clean San Diego. Another major reason for the growth was the Coastal Commission's continuing efforts to push the Cleanup into new areas, and farther and farther inland, to allow all Californians the opportunity to participate in the event and link themselves back to our coast. Among dozens of new cleanups

that took place in 2007, for the first time in the event's history, there was a Coastal Cleanup held in Yosemite National Park. By joining efforts with the Yosemite Climbing Association's "Yosemite Facelift," over 2,000 volunteers not only helped rid one of California's crown jewels of trash and debris, but also helped stop that trash from entering the Merced River, where it would ultimately flow to the San Francisco Bay Delta and out to the ocean. In this effort, and hundreds of other inland cleanups that took place this past September 15th, Coastal Cleanup Day volunteers help stop trash where it starts and keep the ocean a little freer of debris.



Thanks to the new partnership with Whole Foods Market, Gaiam joined the Coastal Cleanup Day program in 2007 and sponsored "Sunrise Yoga" events at select beaches around California.

Perhaps the most significant reason for the incredible growth of Coastal Cleanup Day was a new partnership developed in 2007 with Whole Foods Market. As the program's new presenting sponsor, Whole Foods Market dedicated resources, people power, marketing expertise, and incredible creativity and enthusiasm to the Cleanup. Kicking off with a "5% day" in mid-June, during which five percent of the profits from all of the stores in California were donated to the Coastal Cleanup Day Program, Whole Foods Market embarked on a summer-long promotion of the Cleanup. From in-store posters and hanging signs, to postcards and buttons at checkout counters, Whole Foods Market brought the power of their interactions with their customers to bear on behalf of the

Cleanup. This effort was capped by store employees turning out to specific cleanup locations on Coastal Cleanup Day, bringing food, drink, and other refreshments to hard-working volunteers. It is a partnership that has brought enormous value to the program's volunteers while helping to increase their ranks.

Whole Foods Market joined an increasing stable of corporate partners to Coastal Cleanup Day. Headlined by companies like Oracle, a 15-year sponsor of the event, and Gaiam, a first-year sponsor, these partners give the Coastal Commission the ability to provide the supplies, collateral materials, and media support that local coordinators need to run the event. At the same time, media partners like 97.3 Alice Radio and the Viacom Television Stations Group help spread the word about the event and rally communities to turn out to help our coast and ocean. Innovative outreach techniques, like the Coastal Cleanup Day Myspace page (now with over 800 friends! View the page at: <http://www.myspace.com/coastalcleanupday>.) and bus banners that ran in partnership with Marin and San Francisco County government agencies also help publicize the effort.

Our Program

California Coastal Cleanup Day is one of the highlights of the Coastal Commission's year-round efforts, but its success is made possible by the ongoing outreach and education that the Commission's Public Education Program seeks to provide through its Marine Debris Program. In addition to these efforts on Marine Debris, the Commission supports coastal education throughout the year in an effort to build a constituency that will care for our coastal resources during future generations. One of the Commission's primary efforts is the Whale Tail Grants Program. Using money from sales of the Whale Tail License Plate, the grants support projects that encourage our children and the general population to value and take responsibility for the health of the state's marine and coastal resources. The program focuses on reaching communities that are underserved in terms of marine and coastal education.



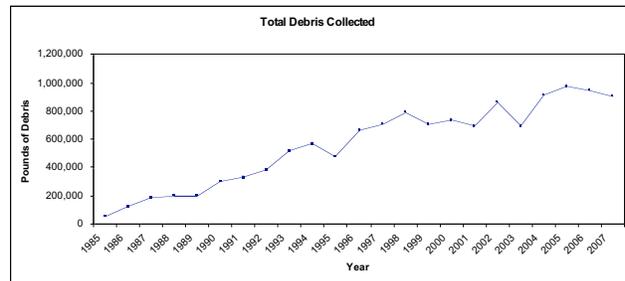
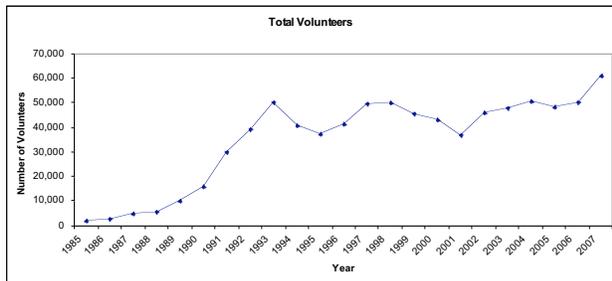
As the Coastal Commission continues to push the Cleanup inland to address marine debris at its sources, photos like this one of boy scouts working in Yuba County can help educate the public about the need for year-round pollution prevention no matter where they might live.

The Commission also offers teachers a 3rd - 8th grade curriculum, *Waves, Wetlands, and Watersheds*, as well as free workshops to help teachers use and get the most out of the curriculum. Among the many other programs that the Public Education Program runs are some designed to encourage people to express themselves creatively, such as the annual Coastal Art and Poetry Contest for students. By encouraging youth to reflect on the beauty and spirit of California's beaches and ocean, we hope to inspire a greater sense of stewardship for these magnificent resources. The winning art work has been displayed at a variety of venues - visitor centers, aquaria, and art galleries - statewide. To enhance the curriculum, the Coastal Commission also circulates a small video and slide show, lending library, posters, compendia, and other materials for educators.

In all of its efforts, the Coastal Commission's Public Education Program works to protect and restore California's coast and ocean by teaching, inspiring, and empowering the public to take positive action. Coastal Cleanup Day, embarking on its 24th year, is only the most visible part of a multi-faceted effort to reach these goals. Please join us, and lend your support. Find us by calling (800) COAST-4U or look us up on the web at www.coast4u.org.



Young people are the strength of the Cleanup program, and the hope for a future in which Coastal Cleanup Day is no longer necessary.



As these historical graphs show, Coastal Cleanup Day volunteer participation has never been higher, while trash totals have been trending slightly downwards, a potentially hopeful sign.

Invasive Species Removal on Coastal Cleanup Day

California is recognized internationally as a “biodiversity hotspot” with over 4,000 native plant species. Non-native and invasive plants threaten California’s treasured biodiversity. As a part of California Coastal Cleanup Day, several groups take part in non-native vegetation removal in their area.



Oakland, in Alameda County, has been tracking quantities of non-native vegetation removed for as long as they have been involved with the event. The bulk of the plants removed are broom and ivy. The data is tracked in cubic yards removed and this year Cleanup volunteers removed 206 cubic yards of non-native vegetation. The main invasive species in Oakland include: Algerian ivy (top left), cape ivy, Himalayan and thornless blackberry, Scotch broom (top right), vinca (or periwinkle), and nutsedge.

In Monterey County non-native vegetation removal took place at Locke-Paddon Community Park in Marina, California. Monterey Peninsula Regional Park District’s General Manager Joe Donofrio stated that the event and removal of the non-native ice plant “exceeded expectations.” Locke-Paddon, a natural vernal pool less than a half-mile from Marina State Beach, was the site of litter and non-native, invasive weed removal. With smiles on their faces, sixty people joined the partnering organizations, Monterey Peninsula Regional Park District, City of Marina Recreation and Cultural Services Department, and REI (Recreation Equipment, Inc.), to pick up waste along the lakeside and pull bundles of ice plant. As part of the park district’s continual work to keep our coast healthy and clean, restoration activities include plantings of native grassland and coastal shrub species to replace the ice plant.



Non-native removal at Locke-Paddon Park



Arundo at Olney Creek, which filled a 30 yard container

Shasta County will be an Arundo (Giant Reed) Free Zone by 2010. The county has been working for three years and is through the worst of it. Pictures are well documented in the January 2007 issue of Winter Quarterly California Invasive Plant Council Newsletter. The recently concluded Stillwater Arundo Work (a.k.a. Arundo War IX) treated over 16 miles of Stillwater Creek with approved herbicide provided by a grant from California Department of Food and Agriculture. On Coastal Cleanup Day, Shasta removed 2,600 pounds of the invasive giant reed.

El Dorado County also removed non-native species. Their removal consisted of 250 Scotch broom plants and ten trees-of-heaven, a prolific seed producer that grows rapidly and can overrun native vegetation.

Coastal Cleanup Day 2007 Totals by County

<i>County</i>	<i>Volunteers</i>	<i>Trash</i>	<i>Recyclables</i>	<i>All Debris</i>
Statewide - Adopt-A-Highway	1,193	32,085	3,290	35,375
Alameda	4,506	30,288	4,505	34,793
Alpine	2	70	0*	70
Butte	150	6,114	3,592	9,706
Calaveras	8	2	0*	2
Contra Costa	1,527	46,216	2,200	48,416
Del Norte	110	1,000	35	1,035
El Dorado	325	3,659	144	3,803
Fresno	167	1,400	70	1,470
Humboldt	729	8,732	782	9,514
Imperial	103	255	0*	255
Inyo	32	107	75	182
Kings	27	0**	0**	0**
Los Angeles	11,020	73,722	5,512	79,234
Marin	2,192	11,418	2,366	13,784
Mariposa	2,945	42,330	0*	42,330
Mendocino	350	1,700	635	2,335
Merced	118	4,925	2,345	7,270
Modoc	4	35	0*	35
Mono	100	112	60	172
Monterey	1,413	8,119	1,705	9,824
Napa	415	8,674	3,854	12,528
Nevada	400	8,902	2,951	11,853
Orange	6,760	91,789	16,044	107,833
Placer	30	75	10	85
Riverside	1,611	73,979	1,405	75,384
Sacramento	1,149	16,809	3,125	19,934
San Bernardino	285	1,225	275	1,500
San Diego	6,203	73,488	20,870	94,358
San Francisco	2,478	13,627	2,169	15,796
San Joaquin	675	33,280	1,000	34,280
San Luis Obispo	1,422	3,387	1,322	4,709
San Mateo	2,183	20,483	4,150	24,633
Santa Barbara	556	1,604	1,017	2,621
Santa Clara	908	32,859	12,032	44,891
Santa Cruz	3,093	9,910	4,405	14,315
Shasta	579	27,295	0*	27,295
Siskiyou	33	284	0*	284
Solano	2,066	55,475	3,971	59,446
Sonoma	605	2,887	1,117	4,004
Ventura	2,358	11,025	2,026	13,051
Yolo	222	9,850	2,313	12,163
Yuba	70	11,280	7,520	18,800
Total	61,122	784,533	119,033	903,566

* Recycling totals included under Trash Totals.

** Debris figures unreported at time of publication

Volunteers

Volunteers are more than a workforce for Coastal Cleanup Day; they are the very reason why the Cleanup started in 1985, and why it continues to grow and prosper today. The impetus for the original Coastal Cleanup was an experiment to determine whether giving time and effort to care for a beach or shoreline would help those volunteers build a stronger connection to that place, and inspire them to take actions throughout the year to continue their stewardship. This experiment has shown incredible results, typified by the team of Regional Coordinators who work all year to organize Coastal Cleanup Day.

Regional Coordinators for the Cleanup receive no financial compensation for their efforts. They have simply taken the goal of ocean, beach, and shoreline stewardship as their mission. Their reward is the success of the Cleanup, and the cleaner environment that they helped produce.

There are 60 regional coordinators who organize teams of site captains, solicit sponsorships and donations, connect with local media, secure cleanup materials, respond to calls from hundreds, even thousands, of local participants, and report data back to the statewide coordinator. Many provide food, drinks, and giveaways or raffle drawings for their volunteers, often with prizes provided or funded by local sponsors. Their passion for our aquatic environments and for the stewardship of our shared resources is unparalleled.

2007 Coastal Cleanup Day Coordinators

Statewide Coordinator
California Coastal Commission

Statewide
California State Parks
John Arnold

Adopt-A-Highway
CALTRANS Maint. Program
Terri Bebo

Alameda & Contra Costa counties
East Bay Reg'l Park District
Kathleen Fusek

Alameda County
Shorebird Nature Center
Patty Donald

City of Fremont
Val Blakely

City of Oakland
Watershed Program
Kristin Hathaway

Port of Oakland Estuary
Jeff Jones

City of Pleasanton
Brian Lorimer

Alpine County
Sierra Nevada Adventure Co.
Jill Seale

Butte County
Butte Environmental Council
Barbara Vlamis

Calaveras County
Calaveras Big Trees S.P.
Jeff Davis

Contra Costa County
City of Antioch
Frank Palmeri

City of Concord
Jeff Roubal

Supervisor John Gioia
Kate Rauch

Del Norte County
Del Norte U.S.D.
Joe Gillespie

El Dorado County
Clean Tahoe Program
Ellen Nunes

American River Conservancy
Elena DeLacy

Fresno & Madera counties
Rivertree Volunteers, Inc.
Richard Sloan

San Joaquin River Parkway & Conservation Trust, Inc.
Sharon Weaver

Humboldt County
Northcoast Environmental Center
Susan Penn

Imperial County
San Diegans for the Salton Sea
Ingrid Vigeant

Inyo County
Friends of the Inyo
Sara Steck

Kings County
Environmental Health Inst.
Keith Winkler

Los Angeles County
Countywide
Heal the Bay
Meredith McCarthy & Eveline Bravo

City of Long Beach
El Dorado Nature Center
Meaghan O'Neill

Marin County
Bay Model Visitor Center
Keley Stock

Mariposa County
Yosemite Climbing Ass'n
Ken Yager



Coastal Cleanup Coordinators gather every year to exchange ideas, successes, failures, and start planning for the upcoming Cleanup. They also practice what they preach by cleaning up a local beach!

Mendocino County
Mendocino Land Trust
Holly Newberger

Merced County
California State Parks
Jennifer Morgan

Modoc County
River Center
Valerie Lantz

Riverside County
Trails 4 All
Jim Meyer

Sacramento County
American River Parkway Fdn
Lana Sumati

San Bernardino County
Big Bear Marina
Alan Sharp

San Luis Obispo County
ECOSLO
David Kirk

San Mateo County
*San Mateo Ctywide Water
Pollution Prevention Program*
Sarah Pratt

Santa Barbara County
Dep't of Public Works
Jody Rundle

Santa Clara County
*Countywide
Santa Clara County Parks
and Recreation*
Heidi McFarland

City of Milpitas
Steve Smith

Santa Cruz County
Save Our Shores
Aleah Lawrence-Pine

Shasta County
Shasta Roots & Shoots
Karen Scheuermann

Siskiyou County
Orleans Ranger District
Bob Hemus

Solano County
*Countywide
City of Vacaville*
Fern Wilson

Benicia
Water Education Program
Sue Wickham

Sonoma County
Coastwalk
Willow Taraja

Tehama County
Cub Scout Pack 154
Diane & Joe Reynolds

Ventura County
*Ventura Cty Coalition for
Coastal & Inland Waterways*
Shaun Kroes

Yolo County
Putah Creek Council
Dawn Calciano

Yuba County
*Yuba County Dept. of
Environmental Health*
Arthur Surdilla



Coordinators organize Site Captains, like these stationed at a beach in Los Angeles, to greet volunteers, hand out supplies, provide safety instructions, and make sure everything runs smoothly at each of the 750 Cleanup locations around the state.

Mono County
Bridgeport Elementary School
Suzanne Scholl

Monterey County
California State Parks
Jill Poudrette

Napa County
Napa RCD
Shannon Fiala

Nevada County
SYRCL
Miriam Limov

Orange County
*Dept. of Harbors, Beaches
& Parks*
Sara Girard

Placer County
League to Save Lake Tahoe
Lily Galli

San Diego County
Inland
I Love A Clean San Diego
Morgan Justice-Black

Coastal
San Diego Coastkeeper
Danielle Miller

San Francisco County
East Side
*Literacy for Environmental
Justice*
Patrick Rump & Ben
Francisco

West Side
*Golden Gate Nat'l Parks
Conservancy*
Denise Shea

San Joaquin County
San Joaquin Cty Public Works
Marcus Williams



One of the most important tasks a Site Captain has is to explain how to use the debris data card. The information gathered from these cards is compiled by the Ocean Conservancy and used for year-round education about marine debris.

Sponsors

If volunteers are the heart and soul of Coastal Cleanup Day, then sponsors are the backbone of the event. Lending strength and stability to the Coastal Cleanup Day Program, sponsors provide financial support, promotional exposure, collaboration, and above all committed volunteers, all of which has allowed Coastal Cleanup Day to gain tremendous momentum throughout the state over the past 23 years. The sponsors listed below are not just donors to the cause but magnificent partners in our efforts to raise awareness and educate Californians about the need for healthy ecosystems. We work side by side in our ongoing efforts to find solutions to marine pollution. The proof of the success of this approach is in our results - with the completion of our 23rd Annual Cleanup, and in partnership with our first-year presenting sponsor, Whole Foods Market, our volunteer numbers increased by 20 percent, setting a new record.

We thank Whole Foods Market for their powerful commitment to serving their communities and supporting this initiative in all of their California stores.

2007 Coastal Cleanup Day Sponsors

Presenting Sponsor

Whole Foods Market joined the Coastal Cleanup Day Program in 2007 as the presenting sponsor. This unprecedented partnership provided an opportunity to create awareness and promote the event in more than 40 Whole Foods Markets throughout the state of California. On Tuesday, June 19th, Whole Foods Market donated five percent of the day's net sales to California Coastal Cleanup Day. The funds helped the Coastal Commission expand the Cleanup into new coastal and inland sites while supporting the efforts currently in place throughout the state. Whole Foods Market, the largest organic food market in the country and a leader in efforts to reduce the use of plastic packaging in their stores, is the type of partner that the Coastal Cleanup Day Program can hold up as an example of environmentally sound business practices. Their commitment to the Cleanup, through in-store promotion, team member support of individual cleanups, donated food and beverages, and efforts to help expand the Cleanup to new locations around the state provided the foundation for the Cleanup's 20 percent growth in 2007.



In addition to their financial support, Whole Foods Market brought hundreds of their employees out to a number of cleanups around the state, where they took part in the Cleanups, handed out free food and drink, and obviously enjoyed themselves during a great team-building activity.

Vendor Partners

The vendors highlighted below are a part of the sponsor team that worked with Whole Foods Market to support the 23rd Annual California Coastal Cleanup Day. All of these partners participated on-site at the WFM Green Market at Alice Radio's Summerthing and Now & Zen Fest in Golden Gate Park. Drawn by the sampling opportunities presented by these partners, the Cleanup Program was able to educate thousands of Bay Area residents about California Coastal Cleanup Day and the need for a debris-free coast and ocean.

Atkins Ranch is committed to providing high quality, fresh, range reared, New Zealand lamb to markets throughout North America and Europe.

Clif Bar uses organic ingredients in all their products. Clif Bar recognizes that food matters to our families, our communities, and our planet - as our food choices affect the physical, social, and environmental fabric of our lives.

Clover Stornetta Organic Farms' mission is to keep the earth sustainable and useable for generations to come and makes this possible through sustainable agriculture.

Dr. Bronner's is renowned for their high-quality liquid and bar soaps, versatility, and eco-friendliness.

Natracare is dedicated to providing women with the power to protect themselves and the future of our planet with eco-friendly feminine hygiene and baby care products.

Nature's Path Organic believes in using their network and influence as an organic leader to do great works in the communities they serve. Nature's Path strives to be a trusted name for organic foods in every home; socially responsible, environmentally sustainable, and financially viable.

Zola Açai is the world's first Antioxidant Power Juice. By using sustainable harvesting and providing jobs to local people in the Amazon rainforest in Brazil, Zola Açai is socially and ecologically responsible.



Many of our partners, like Oracle, have made the Cleanup a centerpiece of their community outreach efforts. Employees coming together for the Cleanup inevitably want to return the following year - in many cases, it is the employees who demand that the company be involved in Coastal Cleanup Day!

effits and rewards of lifestyles of health and sustainability. Gaiam hosted "Sun Up Yoga" at key locations in both Northern and Southern California on Coastal Cleanup Day, helping to engage potential volunteers who may use the beach for recreation but had not previously participated in Coastal Cleanup Day. This effort proved to be so popular that additional locations have decided to host similar events for CCD 2008.

See's Candies lent their support for the 9th year as a sponsor of Coastal Cleanup Day. See's has been a terrific supporter of the Cleanup both around California and around the world. The company's financial, in-kind, and in-store support has been a great boost to our efforts, and their lollipops are always the highlight of cleanup events up and down the coast.

KPMG has supported Coastal Cleanup Day for the past ten years through both employee volunteerism and financial contributions. They have adopted their own cleanup site in San Mateo County and serve as the "beach captain," organizing all of the site's volunteers.

Peet's Coffee and Tea has become a consistent and welcomed presence on Coastal Cleanup Day's team of sponsors. In their third year of participation as a financial and in-kind sponsor, they help promote the Cleanup to the public and their employees through in-store signage and messaging. In addition, Peet's Coffee helped warm up our early-morning volunteers at dozens of Cleanup sites around the state.

California State Parks Foundation has been a supportive partner and has acted as fiscal agent for Coastal Cleanup Day, as well as for many other California Coastal Commission Public Education programs, for the past eleven years.

In-Kind Sponsors

Roplast Industries, Inc. provided all of the trash and recycling bags used for this year's Coastal Cleanup Day. For the fourth year in a row, Roplast donated bags made from "Environmentally Preferred Plastic." Along with a host of other benefits, EPP bags use certified post-consumer plastics and manufacturers of the bags work to prevent plastic pellets from entering our waterways during the production cycle. Roplast is an industry leader in the responsible use of plastic, and sets an example for the entire plastic industry.

Major Sponsors

Oracle has been a fantastic partner with the Coastal Cleanup Day Program for more than a dozen years, through funding and by engaging Oracle employees as volunteers on Coastal Cleanup Day. Oracle has made this event a primary focus for their 8th Annual Global Volunteer Day, when employees from across all of Oracle's worldwide offices are encouraged to participate in a local volunteer event. Partners like Oracle set an incredible example for other businesses in California, encouraging the support of community involvement and environmental stewardship. Oracle's contribution serves as a testament to their company-wide commitment to creating a healthier environment through community action.

Gaiam honored the Coastal Cleanup Day Program by becoming one of its lead sponsors this year. A company making a difference in the sustainability of the Earth's resources, Gaiam is building their identity as the trusted source and unifying brand for people interested in the ben-

BD Medical Supply joined us for the fifth year in a row. BD, a global medical technology company headquartered in Franklin Lakes, New Jersey, donated tens of thousands of gloves to help volunteers protect themselves while scouring our beaches and waterways during the Cleanup. BD's donation is one example of how the company lives its mission of helping all people live healthy lives.

Ocean Conservancy continues to lead the International Coastal Cleanup, of which California Coastal Cleanup Day is a major component. Now entering its 23rd year, the ICC is the world's largest volunteer event dedicated solely to the marine environment. By providing data cards and information about marine debris, as well as compiling and publishing all the data from Coastal Cleanup Day, Ocean Conservancy helps all Californians gain greater awareness of the impact we all can have in creating a cleaner environment.

Media Sponsors

Alice Radio, one of the Bay Area's leading radio stations, joined the Coastal Cleanup Day Program as a first-year sponsor. Through a series of public service announcements, promotional spots, interviews, and highlights on the station's website, Alice Radio educated thousands of loyal listeners about the volunteer opportunities at their local beach or shoreline. Their outreach, coupled with the support of Whole Foods Market, was a huge boost to our efforts. In addition, they provided booth space at their two popular summer concerts in Golden Gate Park: Summerthing and the Now & Zen Fest, giving the Coastal Cleanup Program the chance to engage with thousands of Bay Area residents to educate potential volunteers face-to-face.

CBS 5 and CW Bay Area, the CBS and CW television affiliates in the San Francisco Bay Area, returned for a fourth year as sponsors in support of Coastal Cleanup Day, an effort that the stations feel is a wonderful way for everyone to work together to help protect our environment. The stations promoted the Cleanup through public service announcements and news coverage that have helped encourage greater event participation.

KCBS and KCAL are the television sponsors for Coastal Cleanup Day in Southern California for the fourth year. Their team brings tremendous enthusiasm towards coastal environmental stewardship. Through their community outreach and editorial, the stations educate millions of their viewers and encourage them to participate.

San Francisco Magazine returned as a Bay Area sponsor. With a full page of donated ad space, the magazine helped create awareness and recruit volunteers from their huge circulation base.



Sunrise Yoga, taking place in this picture at Ocean Beach in San Francisco, is one of many innovations that have been brought to the Cleanup through sponsor participation. These activities keep the annual Cleanup vibrant and fresh every year, and help attract new participants to the cause.