

**CALIFORNIA COASTAL COMMISSION**

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**FOR IMMEDIATE RELEASE**

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Coastal Cleanup Day Presented by the California Coastal Commission,  
Albertsons and Sav-on Drug Stores -

Results with 75% of cleanup sites reporting

## Thousands of Californians Aim For A Clean Sweep at the 21<sup>st</sup> Annual California Coastal Cleanup Day

(San Francisco) Tens of thousands of Californians scoured our beaches, shorelines, and inland locations to pick up trash and debris this morning, combing over 700 sites and collecting hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 21<sup>st</sup> Annual California Coastal Cleanup Day, part of the International Coastal Cleanup organized by The Ocean Conservancy. Beach and inland waterway cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe and the Salton Sea.

With 75% of the cleanup sites reporting,  
the statewide count stands at 40,723 volunteers,  
which should approach the event goal of 50,000 volunteers.

Those volunteers picked up 653,847 pounds of trash  
and an additional 61,805 pounds of recyclable materials,  
for a total of 715,652 pounds.

The Coastal Commission expects to exceed 800,000 pounds of trash when all the totals are in.

Past Coastal Cleanup Day data tell us that most (between 60-80 percent) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains out to the beaches and ocean. Rain—or even something as simple as hosing down a sidewalk—can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs—securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

As occurs every year, some unusual items were found throughout California. The Winners of the *Albertsons and Sav-on Drugs Most Unusual Item contest* were:

- Northern California: A volunteer in Marin County found a message in a bottle. The message was from a German man (written in German) looking for a pen pal.

- Southern California: A volunteer in San Diego County found three suitcases filled with horror movies.
- Inland California: A volunteer in Mono County found an 18"-long, 3"-diameter zucchini. Looked fresh enough to eat!

The Coastal Commission will award \$100 Albertsons gift certificates to each of the volunteers who found the unusual items.

This is the first year that Albertsons and Sav-on Drugs have partnered with the Coastal Cleanup Day Program as presenting sponsor. "Albertsons and Sav-on Drugs have already shown themselves to be the model for what we look for in a Coastal Cleanup Day sponsor," said Eben Schwartz, Coastal Cleanup Day Director for the California Coastal Commission. "Beyond their financial contributions, they provided the main ingredient for making the Cleanup a success - people. With their store employees volunteering for the event, and the publicity they generated in their stores and customer mailers, we experienced an incredible jump in participation over last year - and last year was the biggest cleanup we've ever run!"

The company's involvement in Coastal Cleanup Day comes during the company's national CORUS Month of Caring. During September, Albertsons will mobilize its associate base of approximately 240,000 people nationwide to volunteer their time in projects important to the communities they serve. Albertsons Associate Volunteer Program, CORUS, was established to encourage associate involvement in community service by assisting interested associates in finding volunteer opportunities, providing support for associates who participate in volunteer activities and recognizing associates for their accomplishments. In the past year Albertsons CORUS volunteers contributed over 1.4 millions hours to charitable causes nationwide.

**Results from last year:** In 2004, 50,753 volunteers picked up over 912,000 pounds of trash and recyclables statewide on Coastal Cleanup Day, the largest cleanup in the event's history. 40 percent of all debris items picked up were cigarette butts - volunteers picked up over 309,000 of them in only three hours last year. This was the 20<sup>th</sup> straight year in which cigarette butts were the most numerous debris item picked up.

Those who were unable to make it to the beach for Coastal Cleanup Day can still participate in COASTWEEKS, a three-week celebration of our coastal resources that takes place across the United States. The Coastal Commission has a calendar of COASTWEEKS events on its website. Volunteers are encouraged to contact the California Coastal Commission in order to sign up for Coastal Cleanup Day 2005 or for more information about COASTWEEKS. Please contact the Commission at (800) COAST-4U or visit our Web site at [www.coastforyou.org](http://www.coastforyou.org).

*California Coastal Cleanup Day is presented by the California Coastal Commission, Albertsons and Sav-on Drugs. Statewide sponsors include: Oracle, See's Candies, Coastal Living Magazine. Regional sponsors include KPMG, Motorola, and Peet's Coffee & Tea. The statewide event is coordinated by the California Coastal Commission and hundreds of local non-profits and governmental agencies throughout the state.*

*Northern California Media Sponsors include: KPIX-TV, KBHK-TV, KMAX-TV, KGO Newstalk AM 810, and San Francisco Magazine.*

*Southern California Media Sponsors include: KCAL-TV, KCBS-TV, Daily Pilot, and The Log.*

*California Coastal Cleanup Day 2005 is supported by the California Coastal Commission, California State Parks, and The Ocean Conservancy.*

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