

**CALIFORNIA COASTAL COMMISSION**

45 FREMONT, SUITE 2000  
SAN FRANCISCO, CA 94105-2219  
VOICE AND TDD (415) 904-5200  
FAX (415) 904-5400



Contact: Judi Shils, Media Director (415) 904-5273  
Eben Schwartz, Statewide Outreach Coordinator (415) 904-5210

**CALIFORNIA COASTAL CLEANUP DAY**  
presented by the California Coastal Commission  
Saturday, September 18th, 2004

*August 19, 2004* -- The California Coastal Commission is proud to announce that the **20th Annual California Coastal Cleanup Day** will take place on Saturday, September 18th, from 9 a.m. to noon at over 700 locations around the state. Volunteers will clean trash and debris from 1,100 miles of the California coast as well as another 1,000 miles along the inland shorelines of bays, creeks, rivers, and lakes throughout California.

The 2004 Cleanup marks the 20th anniversary of the California Coastal Cleanup Day program, making this one of the longest running, and the largest, volunteer events in the state. The goal for this milestone year is to extend beyond the annual effort to encourage Californians to clean their local beaches, shorelines, and inland waterways while raising awareness about the connection between inland neighborhood non-point source pollution and the ocean. The aim of this year's program is to engage all of the 58 California counties in the Cleanup in an effort to encourage every population in the state to participate in this vital effort. In particular, the program seeks to push even further into underserved communities, those not getting the support or attention that they need. Coastal Cleanup Day provides an opportunity for residents to steward their neighborhoods, encouraging beautification around shorelines, creating pride in their surroundings and ultimately having a positive impact on our coastal waterways.

"The only way a program like this stays in business all these years is because the people of California love to participate," says Eben Schwartz, Statewide Outreach Coordinator for the California Coastal Commission. "It's more than a cleanup – it's an event that helps bring every Californian together to set a benchmark for what environmental stewardship can mean. That is reflected not only in the popularity of the event, but also in the annual support we receive from organizing groups, sponsors, and other statewide agencies. Thanks to everyone's efforts, some volunteer this year will pick up the 10 millionth pound of trash that Californians have removed from our beaches and waterways since this program began in 1985."

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Over 48,000 people participated in California Coastal Cleanup Day last year, accounting for over 12 percent of the worldwide participation in the International Coastal Cleanup, organized by The Ocean Conservancy ([www.oceanconservancy.org](http://www.oceanconservancy.org)). All 50 states and over 100 countries take part in the International Cleanup, making this effort the largest marine-related volunteer event in the world. In addition to collecting trash from the Earth's waterways, volunteers also collect data during the Cleanup, providing important clues as to the nature and source of the trash. Data collections from past cleanups have shown that over 60 percent of the trash picked up on Coastal Cleanup Day probably originated from an inland source – a city street, a stormwater drain, or another non-coastal location – and was washed onto the beach through a creek or river. The Coastal Commission has sought to push the cleanup further and further inland in order to stop that trash where it starts, before it hits our coast and ocean.

Volunteers are encouraged to contact the California Coastal Commission in order to sign up for Coastal Cleanup Day 2004. Please contact the Commission at (800) COAST-4U or visit our Web site at [www.coastforyou.org](http://www.coastforyou.org).

*The statewide event is coordinated by the California Coastal Commission and hundreds of local non-profits and governmental agencies throughout the state. Coastal Cleanup Day receives major sponsorship from Oracle. Statewide Sponsors include: Bank of America, Starbucks Coffee Company, See's Candies, and Fetzer Vineyards.*

*Northern California Media Sponsors include: KPIX-TV, KBHK-TV, KMAX-TV, KGO Newstalk AM 810, Contra Costa Newspapers/Hills Newspapers, and 7 x 7 Magazine.*

*Southern California Media Sponsors include: KCAL-TV, KCBS-TV, KEARTH Radio, KYXY Radio, Daily Pilot, KYXY Radio, OC Metro/OC Family, and The Log.*

*Coastal Cleanup Day 2004 is supported by the California Coastal Commission, California State Parks Foundation, and The Ocean Conservancy.*

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