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FOR IMMEDIATE RELEASE

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Coastal Cleanup Day Presented by the California Coastal Commission -
Results with 70% of cleanup sites reporting

Thousands of Californians Aim For A Clean Sweep at the 20th 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 20th 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. Volunteers were working to pick up at least 860,000 pounds of trash in order to push the Coastal Cleanup Day program over the **10 million pound mark** for the history of the event.

With 70% of the cleanup sites reporting, the statewide count stands at 38,975 volunteers, which puts the event on track to reach the 50,000 volunteer mark. Those volunteers picked up 549,792 pounds of trash and an additional 101,857 pounds of recyclable materials, for a total of 651,649 pounds. The Coastal Commission expects to exceed 850,000 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 California Coastal Commission's Most Unusual Item contest were:

- Northern California: A volunteer in Marin found a pair of sterling silver boot spurs.
- Southern California: A volunteer in San Diego found a message in a bottle. This message was a picture of a woman, a note from the woman asking for someone to call her, and 20 cents to pay for the phone call!
- Inland California: A volunteer in San Joaquin County found an unscratched lottery ticket. The volunteer scratched off the ticket, and won \$10.

The Coastal Commission will award \$100 to each of the volunteers who found the unusual items, and the Commission looks forward to hearing from those lucky volunteers.

Results from last year: In 2003, 48,124 volunteers picked up 690,729 pounds of trash and recyclables statewide on Coastal Cleanup Day. 40 percent of all debris items picked up were cigarette butts – volunteers picked up over 315,000 of them in only three hours last year. This was the 19th 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 show their support for the coast by purchasing a Whale Tail Coastal Protection License Plate. The plate features a beautiful gray and blue illustration of a whale's tail by the prominent environmental artist Wyland, and is issued by the Department of Motor Vehicles. It costs \$50 more than the usual registration fee for the first year and only \$40 for annual renewal. For an application, visit www.ecoplates.com, call 1-800-COAST-4U, or go to a local DMV or AAA office.

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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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