

CALIFORNIA COASTAL COMMISSION

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**Earth Day 2012: Clean Up Where You Live, Work, & Play
Kicks Off with 15 Cleanups Around the State and More to Come.**

(San Francisco) Monday, April 16th launches the week of a new **California Coastal Commission** initiative: *Earth Day 2012: Clean Up Where You Live, Work, & Play*. From April 16-22, Californians from around the state will organize their own trash cleanups in various locations, helping to remove debris from our communities and shorelines before it has a chance to enter the Pacific Ocean. This new initiative is different from the Cleanup programs that the Commission organizes throughout the year, which include California Coastal Cleanup Day and the year-round Adopt-A-Beach Program, because these citizen cleanups will largely be self-organized by concerned people who want to make a difference in the locations where they either live, work, or play.

The Coastal Commission launched a new website, **earthdaycleanup.org**, to provide a platform for volunteer recruitment and help convey the scope of what individuals can accomplish when working collectively. Californians are invited to register their cleanup locations which will be plotted on a map of California for all to view. The website also offers toolkits and other resources to help citizens run their own cleanups. Volunteers who are interested in participating in a cleanup but not organizing their own effort can also register on the website, and choose from among the available cleanups organized by members of their community or by local non-profits.

“What stands out the most for me is the incredible variety of events that people have registered on earthdaycleanup.org,” said Eben Schwartz, Statewide Outreach Manager for the California Coastal Commission. “There are plenty of the classic beach cleanups that our programs are known for. But in addition, we have people across the state engaging in creek cleanups, canyon cleanups, city cleanups, invasive species removal, and more. There are so many options for people who are motivated to care for their community and their environment.” The map for *Earth Day 2012* events, available at www.earthdaycleanup.org/map shows the variety of events and opportunities available to all.

In addition, the Coastal Commission has partnered with the Ian Somerhalder Foundation to recruit schools across California to take part in this special opportunity. “The coming together of like-minded individuals and organizations through action is what will seed widespread change, for people and the planet. This event provides a platform for individuals who want to see tangible results through active collaborations with individuals, communities, celebrities, and leaders,” said Actor and Activist Ian Somerhalder, Ian Somerhalder Foundation.

Cleanup activities will take place through Sunday, April 22nd, after which the Coastal Commission will be gathering and posting results of the various activities to the earthdaycleanup.org website.

Earth Day 2012: Clean Up Where You Live, Work, & Play is presented by the California Coastal Commission with support from an incredible group of sponsors, including Crystal Geyser Natural Alpine Spring Water, Whole Foods Market, Nature's Path, Clif Bar, Union Bank, and the Anaheim Orange County Visitor & Convention Bureau along with esteemed partners Heal the Bay and The Ian Somerhalder Foundation.