

**CALIFORNIA COASTAL COMMISSION**

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**Media Advisory**

- For Immediate Release –  
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**The 24<sup>th</sup> Annual California Coastal Cleanup Day**

Presented by the California Coastal Commission and Whole Foods Market  
Saturday, September 20<sup>th</sup>, 2008 from 9 am to Noon

**What:** The 24th Annual California Coastal Cleanup Day. Tens of thousands of Californians will gather along the beaches, shorelines, and inland waterways of the state to clear away the debris that has been deposited over the past year.

Last year, 61,122 Coastal Cleanup volunteers (a 20 percent jump from the previous record for volunteer turnout) collected nearly 1 million pounds of trash and recyclables from over 2,400 miles of shoreline around the state. With 48 counties (out of 58) taking part, the 2007 cleanup also had the largest geographic reach ever achieved.

**When:** Saturday, September 20th, from 9 am to Noon in most locations.

**Where:** Cleanups will take place at over 750 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Call the local coordinator for exact locations and other site-specific information. For further detail, visit our web site at [www.coast4u.org](http://www.coast4u.org).

**Why:** "California Coastal Cleanup Day is the state's premier volunteer event," said Eben Schwartz, Outreach Manager for the California Coastal Commission. "Since the first Cleanup in 1985, more than 800,000 of us have taken part in this effort, which has helped the Cleanup become the state's best opportunity to educate its citizens about the health of our coast and ocean. Coastal Cleanup Day teaches all Californians that our everyday actions have broad implications for the well-being of our oceans and the habitat and wildlife that depend on them."

**How:** Call 1 (800) COAST-4U or visit [www.coast4u.org](http://www.coast4u.org) for more information.

**Who:** *The statewide event is presented by the California Coastal Commission and Whole Foods Market® with major statewide support from long-standing partner, Oracle and new statewide partner Crystal Geyser. Regional participation from Whole Foods Market vendor team including Nature's Path, Organic Valley, Natracare, Barney's Butter, Pop Chips, and Aubrey Organics. Other sponsors include KPMG, See's Candies, Fairmont Hotels & Resorts, and Peet's Coffee and Tea.*

*Northern California media sponsors include partner Alice Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, Marin County Board of Supervisors, and the City of Santa Rosa.*

*Southern California media sponsors include KCAL-TV and KCBS-TV.*

*California Coastal Cleanup Day 2008 is supported by the California Coastal Commission, California State Parks Foundation, and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.*