

CALIFORNIA COASTAL COMMISSION

45 FREMONT STREET, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE (415) 904-5200
FAX (415) 904-5400
TDD (415) 597-5885



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FOR IMMEDIATE RELEASE

For More Information contact:

Judi Shils, Coastal Cleanup Day Media, (415) 939-1232 cell

Eben Schwartz, Outreach Manager, California Coastal Commission, (415) 904-5210 or (415) 816-2506 cell

Tens of Thousands Give our Beaches and Waterways a Pick-Me-Up on 30th Annual California Coastal Cleanup Day

Presented by the California Coastal Commission

Final Results

(San Francisco) Californians have turned out by the tens of thousands to lend their hands in support of clean beaches and inland waterways at the 30th Annual California Coastal Cleanup Day. They scoured beaches and inland waterways, picking up trash and debris at over 850 sites in 55 of California's 58 counties, gathering hundreds of tons of trash during this morning's three-hour event. These volunteers took part in the California Coastal Commission's Coastal Cleanup Day, the state's largest volunteer event. Beach, inland waterway, and community 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. California's event is part of the International Coastal Cleanup organized by Ocean Conservancy.

With nearly all of the cleanup sites reporting,

the statewide count stands at 66,292 volunteers.

**Those volunteers picked up 1,030,571 pounds of trash
and an additional 98,761 pounds of recyclable materials,
for a total of 1,129,332 pounds or 564.7 tons.**

"For 30 years now, Californians have showed the passion and commitment they have for our coast and inland waterways" said Eben Schwartz, Marine Debris Program Manager for the California Coastal Commission. "The 2014 Coastal Cleanup Day showed once again that dedicated volunteers can make an enormous positive difference for our precious environment."

Data from past cleanups tell us that most (between 60-80 percent) of the debris on our beaches and shorelines is made up of single-use disposable plastic items that originate on land, traveling through storm drains, creeks, or rivers to the beaches and ocean. That, and the popularity of the event, helps explain why Coastal Cleanup Day has grown so dramatically over the years. The California Coastal Commission and organizations around the state are committed to stopping trash where it starts, before it has a chance to harm our marine wildlife and ecosystem.

As always, every-day debris and plastic items weren't the only things found on Coastal Cleanup Day. Volunteers also picked up a number of "unusual" items during this year's cleanup. The Winners of the **2014 Most Unusual Item contest are:**

- **Coastal California:** A volunteer in Ventura County found a polar bear costume.
- **Inland California:** A volunteer in San Joaquin County found a preserved blowfish ornament. (Picture available.)

Volunteers were also encouraged to snap "trash selfies," a picture of themselves with an item of debris that they picked up during Coastal Cleanup Day for a chance to win an 8-day, 7-night Mexican resort vacation from Rubio's. Entries submitted via Instagram and tagged with #trash selfie, #litterati, #coastalcleanupday, and #oceanlove will be posted on the "Digital Landfill" on Litterati.org. The winning picture was announced Monday, September 22nd at 5PM at www.facebook.com/CaliforniaCoast.

The Coastal Commission also continued an effort, initiated during the 2010 Coastal Cleanup, to reduce the environmental footprint of the Cleanup. The Commission asked volunteers to bring their own reusable bag or bucket and reusable gloves to the event, rather than using the single-use disposable plastic items that were available at every site. Thanks to this effort, the Commission was able to order almost 50,000 fewer trash bags for this year's event than in prior years, and early reports indicate that the popularity of the effort is growing. The latest reports show that **12,332** volunteers brought at least one reusable item from home for use during this year's Cleanup.

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. To get involved with COASTWEEKS, or to find out how you can become a Coastal Steward throughout the year, please contact the Commission at (800) COAST-4U or visit our Web site at www.coast4u.org.

California Coastal Cleanup Day 2014 is presented by the California Coastal Commission with lead sponsorship from Crystal Geyser Natural Alpine Spring Water by CG Roxane. Additional support comes from NOAA, CalOES, Oracle, Rubio's, Orrick, Herrington & Sutcliffe LLP, the Whale Tail[®] Specialty License Plate, Lennar, and See's Candies.

Additional support is provided by California State Parks Foundation, and 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.

The Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, strong public participation, education, and effective intergovernmental coordination. The Coastal Cleanup Day Program is part of its effort to raise public awareness of marine and coastal resources and promote coastal stewardship.

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