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Thursday, September 6, 2012

For Immediate Release

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**California celebrates California Coastal Protection Week  
with California Coastal Cleanup Day**

*(San Francisco)* The California Coastal Commission is proud to announce that the 28th Annual California Coastal Cleanup Day, the state's largest volunteer event, will take place on Saturday, September 15th at over 850 locations statewide. Long regarded as one of the great opportunities for Californians to participate in a direct act of coastal stewardship, the people of our state will have a new chance this year to recognize the direct link between taking care of our coast and ocean on Coastal Cleanup Day and year-round efforts at coastal protection. Earlier this year, Senate Resolution 84, introduced by Senator Christine Kehoe from San Diego, was passed by the state legislature. The resolution designates the week of September 8th through the 15th as California Coastal Protection Week, and establishes the second week of September as California Coastal Protection Week from here forward. Since California Coastal Cleanup Day always falls on the 3rd Saturday of September, California Coastal Protection Week will culminate with the event.

"California Coastal Protection Week is a great opportunity for us to recognize our forty year history of protecting our coast and making sure that it is accessible to everyone," said Charles Lester, Executive Director of the California Coastal Commission. "The Coastal Commission is committed to working with local communities and the public up and down the state to ensure that our coast remains a treasure, and Coastal Cleanup Day is way that everyone can participate in protecting California's coast."

Recognizing the intense feelings Californians have toward the protection of the California coast, the Coastal Cleanup Day Program has provided an outlet for volunteers to demonstrate their commitment to caring for our shared environment. That sense of protection extends inland, to the hundreds of cleanup locations along inland creeks, rivers, lakes, and other waterways, along whose shores trash accumulates. That trash, once it enters these waterways, can flow quickly and easily out to the coast and ocean -- in fact, estimates show that up to 80 percent of the trash along the California coast comes from inland or land-based regions. As the population of California grows, it becomes increasingly important to clean up trash at its source -- to stop it where it starts -- to better protect the health and beauty of the coast.

**Tsunami Debris**

Along with land-based sources of debris, California and the entire West Coast face a new debris threat starting this year: the debris that washed into the Pacific following the devastating earthquake and tsunami in Japan last March 11th. The debris has started to show up on shorelines in Alaska, Washington, and Oregon, and while no debris from the tsunami has been confirmed to have landed in California, there have been a number of

anecdotal reports that suggest it has arrived here as well. In any case, modeling indicates that some portion of the debris will land in California. So starting with this year's Coastal Cleanup Day, volunteers at coastal location will begin a new data collection regimen, searching for items that could indicate potential tsunami debris. The data will be used as a baseline against which future cleanup and data collection events will be measured.

"Over the coming months, the data will provide us clues as to when debris from the tsunami is starting to arrive in bulk, and where," said Eben Schwartz, Marine Debris Program Manager for the California Coastal Commission. "This data will help us target our year-round cleanup efforts, and help direct resources where they are most needed. In addition, with the added attention being brought to this issue by the tsunami debris, we anticipate more volunteer interest in helping us tackle our ongoing marine debris challenge."

Volunteers who would like to participate in California Coastal Cleanup Day are encouraged to visit [www.coastalcleanupday.org](http://www.coastalcleanupday.org) to find their local coordinator and sign up for their favorite beach or river location. The Coastal Commission also hopes that Coastal Cleanup Day is just the starting point for year round coastal stewardship. The Commission maintains a calendar on its website of *COASTWEEKS* events, which take place during the three weeks following Coastal Cleanup Day. The public is invited to find an event nearby and participate. Those who can't attend any of the events scheduled during September and October can participate in volunteer beach and shoreline cleanups throughout the year through the Adopt-A-Beach Program, and they can take the Commission's Coastal Stewardship Pledge, which provides hundreds of different ways that people can take care of our coast and ocean throughout the year. Information about these programs can be found at [www.coast4u.org](http://www.coast4u.org).

*The statewide event is presented by the California Coastal Commission with major statewide support from CG Roxane - Crystal Geyser Alpine Spring Water. Additional support comes from Whole Foods Market, Oracle, Nature's Path, Clif Bar, ATTIK, See's Candies, Lindamar Industries, Bartlett Tree Experts, Union Bank, Marin County Board of Supervisors, Anaheim/Orange County Visitor & Convention Bureau, The Huntington Beach Marketing & Visitors Bureau, and Golden Gate National Parks Conservancy.*

*California Coastal Cleanup Day 2012 is supported by the California Coastal Commission, 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 Coastal Commission, in partnership with coastal cities and counties, plans and regulates the use of land and water along the California coast to maximize public beach access and recreation, provide for priority coastal development, and assure that new development will protect coastal resources including wetlands, wildlife on land and in the sea, water quality, coastal tourism, and scenic vistas.*