

CALIFORNIA COASTAL COMMISSION

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The California Coastal Commission and The Ian Somerhalder Foundation Invite Students to Clean Up Where They Live, Work & Play (and Learn) for ED2012

April 11th 2012, Santa Monica, CA- As part of the *Earth Day 2012: Clean Up Where You Live, Work, & Play* initiative, **the California Coastal Commission** and **The Ian Somerhalder Foundation** are inviting students and teachers from across California to organize cleanups during Earth Week, April 16 to 22, and register them at **earthdaycleanup.org**, where the locations will be plotted on a map for all to view. All Californians are invited to organize cleanup events, but recognizing the power of activating our youth on behalf of the environment, the Coastal Commission and Ian Somerhalder Foundation are placing a special emphasis on recruiting students across the state to participate. It's a great way for a classroom or a whole school to celebrate Earth Day. It doesn't have to be involved either – it can be a cleanup around the school yard or in a nearby neighborhood. We've created the [Beach Cleanup Educator's Guide](#) to help teachers create a rich educational experience for their class.

Trash in California is surprisingly mobile, as an estimated 80 percent of all trash that enters the Pacific from California originates from land-based sources. Trash, especially plastic waste, can enter storm drains or creeks and eventually flow out to the ocean. Much of the trash that is visible on city streets and around urban areas is potential marine debris. By inviting Californians to clean up around inland areas, we are hoping that a cleaner state will be the long-term result.

The California Coastal Commission launched ED2012 ([earthdaycleanup.org](#)) as a new program, to provide a platform for volunteer recruitment leading up to Earth Week cleanups. All cleanups will be mapped to make visible the extent of the impact volunteers are having across the state. The website also includes a “how to” toolkit 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.

The California Coastal Commission, the leader of the state's largest volunteer event, *California Coastal Cleanup Day*, developed the new and innovative Earth Day cleanup program to increase volunteer opportunities and help remove debris from our communities and shorelines, before it

has a chance to enter the Pacific Ocean. As leaders of Coastal Cleanup Day and the year-round Adopt-A-Beach Program, the Coastal Commission seeks to provide increasing opportunities for Californians to join together in ongoing acts of coastal stewardship, and to show our commitment to clean and healthy shorelines and oceans.

The Ian Somerhalder Foundation's *Get Dirty Initiative* (www.isfoundation.com/campaign/lets-get-dirty) aims to activate our youth to create a shift in consciousness on how we perceive ourselves. Rather than independent entities separate from the environment, the initiative emphasizes how we share one biological process with all of what we previously considered "out there." With this new understanding, we are empowered as citizens to make choices that will lessen the impact around environmental issues we are facing in our world today. What we consume becomes what we are left to clean up. Schools all across the state of California are invited to clean up local communities to help build momentum for this shift in consciousness.

More about the Ian Somerhalder Foundation:

The Ian Somerhalder Foundation aims to empower, educate and collaborate with people and projects to positively impact the planet and its creatures. We are a group, a team of people, who view the environment as an interconnected organism of which we are not separate but a part of. There is no differentiation between all living things: trees, rivers, animals and humans. We are all one interdependent organism. To learn more about ISF, www.isfoundation.com

More about the California Coastal Commission:

The mission of the Coastal Commission is to: Protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations. To learn more about the Coastal Commission : www.coastal.ca.gov