

San Diego's Ultimate Recycling Resource

Over the last few years, Going Green has become a mainstream message. From the grocery store to car dealerships there is no shortage of eco-friendly options. Although not everyone can buy a hybrid or always eat organic, there is a common factor shared between the levels of "green" lifestyles. The majority of people recycle and I Love A Clean San Diego provides the ultimate recycling resource!

ILACSD's Disposal Solution Center is an online database for all your recycling needs. The database is a quick and convenient way to find out what can be recycled and the closest location to take those items. ILACSD provides the only Disposal Solution Center database in the county. Log onto www.wastefreesd.org and check out how easy it is! Help keep San Diego "America's Finest City" by doing your part and recycling.

Discover what www.wastefreesd.org can do for you!



Doing some gardening this summer?

» Find out where to dispose of fertilizers and potted plant containers!

Got leftover propane tanks from all those summer BBQs? Have extra pool chemicals lying around from recent cleanings?



» The Disposal Solution Center will show you where to get rid of these!



Did you know all rigid plastics are now recyclable? This includes yogurt containers, plastic toys, lawn furniture and much more.

» Log onto www.wastefreesd.org for all your recycling questions!

INSIDE THIS ISSUE

PAGE 02



- » From the Executive Director
- » Coastal Cleanup Day Update

INSERT



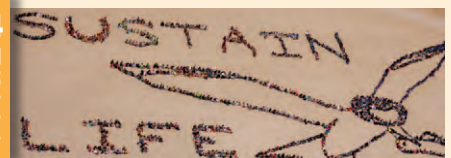
- » ILACSD's Still Hitting the Beach
- » ILACSD Expands Programs in National City
- » Trash Talk

PAGE 03



- » Local Students Create "Pollution Prevention" Mural
- » Next Stop...Liberty Station!

PAGE 04



- » 2010 Kids' Ocean Day a Big Success
- » Photo Gallery

ILACSD Expands Programs in National City

Disposing of household hazardous waste is often a complex and difficult process, regardless of zip code. So, I Love A Clean San Diego, together with the Paradise Creek Educational Park is working to provide National City residents with environmental education on how to identify and properly dispose of pollutants of concern. This and other program components will ensure a cleaner environment and healthier community for South Bay residents.



Grant funding from The San Diego Foundation is giving ILACSD the opportunity to provide comprehensive environmental health solutions for National City residents. The project includes monthly "Creek Days" cleanups at Paradise Creek, and two large scale collection events for National City residents to drop off their unwanted items at no charge. Through our efforts, community members will be able to better enjoy green spaces and work proactively to keep their neighborhoods clean! *This grant was made possible by the Richard E. and Frances M. Woodward Fund; and Aerial W. Coggeshall Fund.*

Why ILACSD Stands Out

- » Actively out in the community mobilizing **25,000+ volunteers**
- » Delivered more than **400 environmental presentations** in 2009, twice as many as 2008
- » ILACSD provides the only **"recycling website"** in the county



Trash Talk

What people are saying about I Love A Clean San Diego

"ILACSD and their army of volunteers make a tremendous impact on keeping San Diego's beaches and bays pollution-free."

- Supervisor Greg Cox, San Diego County Board of Supervisors

"The cleanups are fun and something you'll feel good about doing. Not only for San Diego but for yourself."

- La Mesa resident

"I had no idea that so many things in my home couldn't be thrown in the trash and were hazardous. ILACSD's recycling database, really opened my eyes with the information that was provided. Keep up the good work!"

- Fallbrook resident



ILACSD needs your support to continue our environmental outreach and work toward a sustainable future.

You can help make a difference!

Give us a call at (619) 291-0103 or visit us online at www.cleansd.org.

Recent Donors

- Bob Aeria
- Jessica Auclair
- Katrina Bacsa
- Janos Bayer
- Em Black
- Helen Black
- Cecil & Robbie Chamberlain
- Rosalee Clanton
- Barbara Cleeves
- Sasha Clines
- Lauren Codington
- Amy Comte
- Kimberly Cresencia
- Mathew Egel
- Susan & Bob Fode
- Mark & Lisa Franovich
- Patricia Fishstein
- Rebecca Gardiner
- Bill & Judy Garrett
- Margaret Gregory
- Ted & Margaret Godshalk
- Ann & Stuart Hirsch
- Andrea Holland
- Chris Ingram
- Yasmin Javed
- Kinaan Javed
- Galen Justice
- Morgan Justice-Black
- Justin Keller
- Mimi Lopour
- David Lozano
- Jacquelyn McHugh
- L. Moffett
- Raul Olamendi Smith
- Linda Pennington
- Ken & Julie Potter
- Julia Power
- Michael Ray
- Rich & Lynn Reineman
- Lou-Ellen Robbins
- Bill & Sheri Roberts
- Nana Roberts
- Jan Rogers
- Jessica Samaniego
- Stephanie Schoen
- Theresa Schramm
- Jacqueline Schuldt
- Cynthia Seckman

INSERT

Recent Donors

- Susanne Simpson
- Donald Steele
- George Varga
- Caroline Walker
- Melanie Wassman
- Nancy Waters
- Carey Winston
- Ken Wright
- Jeff Yuen
- Ray Yuen
- AT&T Employee Giving Campaign
- Ellen Browning Scripps Foundation
- San Diego Gas & Electric
- Sempra Energy Foundation
- The Martha Frost Trust
- The San Diego Foundation
- Yoga Oceanside

Creek to Bay Cleanup Supporters

- Think Blue - City of San Diego Storm Water Department
- Supervisor Pam Slater-Price
- Supervisor Greg Cox
- Allied Waste Services
- Time Warner Cable
- Jack 100.7FM
- Barona Band of Mission Indians
- Walmart
- Wrigley
- Kashi
- County of San Diego Watershed Protection Program
- SeaWorld
- Union Bank of California
- Wilson Sonsini Goodrich & Rosati
- Brown Law Group
- General Dynamics NASSCO
- Cubic Transportation
- City of San Marcos
- San Diego Bay Watershed Group
- RBF Consulting
- Commonwealth Financial Network
- Rubio's
- Kohl's

INSERT

ILACSD's Still Hitting the Beach



From the Ms. SLOBB (Stop Littering our Beaches & Bays) pageants of the 1960's and 1970's to the Clean Beach Coalition of the 2000's, I Love A Clean San Diego always has a unique approach to keeping our beaches clean. Throughout our history, ILACSD has chosen to serve where the need is greatest, prompting us recently to "head east." Preserving inland communities is an important part of our mission, however we have never lost sight of where we started...on the beach.

Below are a few highlights from our many innovative programs that focus on our roots:

The **San Diego Clean Beach Coalition** is a joint partnership between environmental nonprofits, local government agencies and community groups. I Love A Clean San Diego, FreePB.org, San Diego Coastkeeper and Surfrider Foundation collaborate each year to prevent summer beach litter. Recently, the group has succeeded in diverting thousands of pounds of recyclables through the use of 200 temporary trash and recycle bins. These bins are placed on the sand during popular beach holidays. Look for them this Labor Day weekend and remind everyone to use them.



At last year's Coastal Cleanup Day, 10,283 volunteers removed 89,023 cigarette butts. Those cigarette butts accounted for more than 50% of all the items collected during this three hour cleanup event. Regardless of beach smoking bans, clearly these small items still pose a big problem. In 2009, we adopted Keep America Beautiful's **Cigarette Litter Prevention Program** locally and set a goal to rid the streets of Pacific Beach of cigarette butts. With help from the local chapter of the Surfrider Foundation, we installed dozens of ash receptacles in the popular beach community, and this year we are expanding the program to Mission Beach and La Jolla. *So keep your eyes peeled for these shiny ash receptacles and do your part to help keep these cigarette butts off the beach!*

Local Students Create “Pollution Prevention” Mural

The students at Balboa Elementary School are proud to send an environmental reminder to their community. I Love A Clean San Diego teamed up with these savvy sixth graders to create a “Pollution Prevention” mural, located at the intersection of Epsilon and 40th Street in the San Diego community of Southcrest. A variety of pictures and slogans, both in English and Spanish, represent how everyone can keep San Diego clean. This project was jointly coordinated by I Love A Clean San Diego and Think Blue – City of San Diego Storm Water Department. Another local nonprofit organization, A Reason to Survive or “ARTS” led the mural creation, further showing the power of collaboration. Rob Tobin, the mural artist, had this to say about the project: *“The Balboa Elementary School Mural was one of the best experiences of my*



mural making career. Your team was very organized and helpful. I loved all the other activities around the mural that served to enhance, educate and entertain. The finished product looks amazing. We were able to convey our

important message, using the kid’s designs, in an attractive way that really beautifies the community.”

This is just one example of the many ways that ILACSD is out in the community making a difference. ILACSD engages thousands of people in environmental events, programs and educational campaigns each year. The mural project is an example of that outreach, making a lasting impression for people to see for years to come.

ILACSD IS LOOKING FOR A FEW GOOD MEN OR WOMEN to join our organization as board or committee members. Serving on the board of directors is a great way to meet like-minded people and expand your resume. **Contact Pauline Martinson at 619-291-0103 ext. 3004 to learn more!**

Next Stop...Liberty Station!



When you’ve been around for as long as we have (more than 50 years!), you expect to do a little moving around. ILACSD has set up shop in Balboa Park, Bay Park, Kearny Mesa and everywhere in between, and we currently reside in Old Town. But, things are changing, the organization is growing, and we’re excited to announce...**WE’RE MOVING!** That’s right, come November we will be occupying office space in Point Loma’s Liberty Station. While

the staff is very excited about the new lunch options available nearby, we are also looking forward to expanding our environmental programs in the community. Being housed in what many call a “civic center hub” will allow us many opportunities to collaborate with our new neighbors. This move will ensure that ILACSD has adequate space to thrive for another 50 years!

We can’t wait for you to visit us at our new location. But don’t forget, we’re not there yet! We are all counting down the days, weeks, months, until the move. If you’d like to help support our move by donating your services or providing a financial contribution to our “relocation fund”, give us a call or donate online at www.cleansd.org.

Board of Directors

- Karen Henry, President
- Bill Haines, Vice President
- Jeff Caufield, Treasurer
- Joan Brackin, Secretary
- Joan Heredia, Director
- Jonathan Freeman, Director

Staff

- Pauline Martinson
Executive Director
- Ann Hirsch
Director of Finance
- Morgan Justice-Black
Director of Development & Marketing
- Natalie Roberts
Director of Community Events
- Connie Glenn
Director of Education
- Lana Findlay
Education Manager
- Rebecca Feuerlicht
Environmental Educator
- Kristina Ros
Community Events Coordinator
- Kara Stevens
Development & Marketing Coordinator
- Amanda Sweet
Hotline Manager
- Tiffany Forsyth
Office Manager
- Gilberto Alfaro
Program Assistant

Hours of Operation

- Monday-Friday: 8am-5pm

Contact Us

- 4891 Pacific Hwy, Suite 115
San Diego, CA 92110
Tel: 619.291.0103
Fax: 619.298.1314
www.cleansd.org

Disposal Solution Center

- 1.800.237.BLUE
www.wastefreesd.org



Please pass this newsletter on to a friend after reading it. EcoLogic is printed on 100% post-consumer content.

2010 Kids' Ocean Day A Big Success!

Approximately 1,000 students, teachers and volunteers collected more than 300 pounds of litter from Crown Point Shores this year! Following the cleanup, the students took a "stand in the sand" by creating an image of a local endangered species, the California least tern, with the message, "Sustain Life." To see more of the fun from Kids' Ocean Day, check out our YouTube page: www.youtube.com/iloveacleansd.



Photo Gallery



Teaching Other



...and Educating Ourselves