

Coastal Cleanup Day Turns 25!

This year, I Love A Clean San Diego is celebrating the 25th anniversary of Coastal Cleanup Day (CCD), a statewide volunteer effort to stomp out marine debris.

The first Coastal Cleanup Day was organized in 1985 with 2,500 volunteers removing debris up and down the California coast. Much has changed since then and last year the event celebrated its most successful year in history with over 73,000 volunteers statewide. Here in San Diego County, close to 8,000 volunteers participated in 2008!



SAVE THE DATE!
Coastal Cleanup Day
September 19, 2009

This year, coordinators I Love A Clean San Diego and San Diego Coastkeeper are bracing for a big event and encouraging all past participants to come out on Saturday, September 19th for the 25th birthday of the largest volunteer event in the state. Organizers will conduct cleanups at over 70 sites countywide, spreading our reach to previously overlooked areas of San Diego County.

While beautifying our coastlines and open space areas is a major goal of this event, Coastal Cleanup Day serves many other purposes. The issue of marine debris is an ever-growing concern in our region, as our economy and liveli-

hoods rely so much on our oceans. The California Coastal Commission states, "Marine debris is a global pollution problem that impacts human health and safety, endangers wildlife and aquatic habitats, and costs local and national economies millions in wasted resources and lost revenues."

Studies have shown that close to 80% of marine debris comes from land-based sources, which is why cleanups such as CCD are especially important to marine debris prevention.

CCD also helps to educate the public on which items account for most of the litter, encouraging them to take special care to properly dispose of these items and reduce their reliance on these items. Plastic bags, cigarette butts, and food wrappers still account for most of the debris on our beaches while inland areas are plagued with items like tires, construction materials, and shopping carts.

If you haven't volunteered for CCD in the past, the 25th anniversary provides a great opportunity to get involved in a monumental event. Please SAVE THE DATE: September 19, 2009. Online registration for this event will open in August at www.cleanupday.org.

Think Blue Storm Drain Stenciling

ILACSD is pleased to announce a new partnership with the City of San Diego Think Blue Stormwater Department for our volunteer Storm Drain Stenciling program. This program sends out volunteers to paint messages on storm drains, reminding residents that everything that washes into our storm drains goes straight to the ocean, untreated and unfiltered.

**NO DUMPING
GOES TO OCEAN**



**NO DESCARGE
LLEGA AL MAR**

INSIDE THIS ISSUE

PAGE 02



- » Message from the Board
- » New Refer-A-Friend Program
- » High School Watershed Education
- » Donors and Members

PAGE 03



- » Creek to Bay Breaks Records Again
- » Donor Recognition

PAGE 04



- » No More Needles in the Trash!
- » Photo Gallery

I LOVE A
Serving San Diego County Since 1954.
Clean
Community. Environment. Education.
SAN DIEGO

Message From the Board



Writing for *ecoLOGIC* for the first time, I'd like to point out the role of the Board of Directors of I Love A Clean San Diego. Like most Boards of 501(c)(3) public benefit non-profits, we develop and provide policy guidance for the organization, its employees, and its programs. Addi-

tionally, the Board has fiduciary responsibilities for ILACSD and with valuable staff input, the Board periodically reviews our Strategic Plan to ensure it meets the needs of the future and that benchmarks are met.

Each of our eight Board members brings unique skills, life experiences, and relationships in the communities we serve from former City Parks Planners to Stormwater Engineers to an Environmental Attorney. Through these varied backgrounds our decisions with staff input, result in the best possible outcomes for making the San

Diego region a cleaner, healthier, and better place in which to live, work, and play.

Future *ecoLOGIC* articles from the Board will discuss the organization's finances, ways in which the Board grows our excellent staff, and the stellar role that supporters like you play in ILACSD projects and programs.

Donald Steele

Donald Steele
Board President

New Refer-A-Friend Program

This year ILACSD is working to build our member support in order to expand our outreach efforts by launching a new "Refer-A-Friend" program. Members can help ILACSD keep San Diego clean by encouraging coworkers, friends, and family to become members

of ILACSD and be rewarded for doing so! The member who recruits the most volunteers in 2009 will be recognized as "Member of the

Year" on our website, in the *ecoLOGIC* newsletter and our monthly e-newsletter, and will receive a special prize valued at up to \$75.

Your support makes a difference! Refer a friend and help us reach our goals for a cleaner San Diego.

FAMILY MEMBERSHIP: \$100
Families will receive t-shirts, tote bags, a patch, a license plate frame, and environmental kids' activity books.

For more information, please visit us online at http://cleansd.org/s_membership.php or call us at 619-291-0103.



Donors and Members

- Mark and Lisa Franovich
- Green Junk Machine
- Chad Harris
- Rich Heady
- Margaret Hoz
- JIMBO'S... Naturally!
- Laser Saver
- Macy's
- Museum of Contemporary Art San Diego
- Jennifer Ott
- Pepsi Bottling Group
- James Pierce
- Recycle San Diego
- Sempra Energy Foundation
- Erin Sullivan
- Glenda Taylor
- Samantha Torre
- Claudia Whelpley
- Patrick White

Did You Know...



"Human River" of Pollution

...that we all live in a watershed?

ILACSD is now offering High School Watershed presentations for the County of San Diego as well as the City of San Diego, with a goal of reaching more than 7,000 students throughout the County. Experienced environmental educators identify everyday behaviors that pollute water and what high schoolers and their parents can do to protect local water quality. Aligned to the California State Education Standards, this program is engaging, informative, and inspires high school students to be environmental stewards in their communities. To schedule a presentation, please call ILACSD's education department at 619-291-0103 or email education@cleansd.org.



Creek to Bay Breaks Records Again!

I Love A Clean San Diego is proud of San Diego County for volunteering by the droves at this year's 7th Annual Creek to Bay Cleanup and removing 173,497 pounds of debris! While the first cleanup began with 28 sites and 2,152 volunteers, the event has grown significantly in the past seven years to boast 4,565 volunteers this year. The Creek to Bay Cleanup had 64 cleanup sites including local beaches, bays, and open spaces, each staffed by trained volunteer site captains.

7th Annual Creek to Bay Totals

Cleanup Sites: 64

Volunteers: 4,565

Debris Removed: 173,497 lbs.



These impressive accomplishments would not have been possible without the generosity of our Creek to Bay sponsors. Presenting sponsors from the County Board of Supervisors through the support of Supervisor Greg Cox and Supervisor Pam Slater-Price and the City of San Diego Think Blue Stormwater Department have shown true community pride through their continuous involvement alongside ILACSD. Additional thanks to Time Warner Cable, KFMB Channel 8's Earth 8 Campaign, Allied Waste Services, KPRI, San Diego Bay Watershed Group, Barona Band of Mission Indians, Sony, SeaWorld Adventure Park, Kashi, Sea Life Aquarium, Ellen Browning Scripps Foundation, Wilson Sonsini Goodrich & Rosati Foundation, General Dynamics NASSCO, City of Poway, City of Escondido, AMC Theaters, Cubic Transportation, RBF Consulting, Dog Beach Dog Wash, Birch Aquarium at Scripps, Kohl's, and Keep America Beautiful.


Donor Recognition

Hervey Family Fund

ILACSD is the proud recipient of \$15,000 from the Hervey Family Fund at The San Diego Foundation. The fund will assist ILACSD's Volunteer Department coordinate cleanups to keep San Diego beaches and inland waterways clean. ILACSD has coordinated with the Hervey Family for cleanup efforts in the past and is grateful for their increased support. Special thanks goes out to their Family for their long-standing generosity to San Diego causes.



Macy's Raising Funds for ILACSD

ILACSD was selected  as San Diego's local non-profit for their 2009 One Good Turn event on April 25th. A percentage of the ticket sales benefitted ILACSD and the National Parks Foundation. Additionally, Macy's School of Cooking in the Mission Valley Home Store hosted a local cooking demonstration with Chef Bernard Guillas from The Marine Room where tickets sales were donated to ILACSD. We thank Macy's for their commitment to the environment!

Board of Directors

- Donald Steele, President
- Karen Henry, Vice President
- Jeff Caufield, Treasurer
- Nancy Acevedo, Secretary
- Judy Bishop, Director
- Bill Haines, Director
- Joan Brackin, Director
- Cindy Skach, Director

Staff

- Pauline Martinson
Executive Director
- Ann Hirsch
Financial Manager
- Vance Sharp
Program Manager
- Morgan Justice-Black
Outreach Director
- Connie Glenn
Lead Education Coordinator
- Natalie Roberts
Volunteer & Event Coordinator
- Lana Findlay
Education Coordinator
- Beth Kimball
Administrative Coordinator
- Gilberto Alfaro
Department Assistant
- Rebecca Feuerlicht
Department 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

Recycling Resources

- 1.800.237.BLUE
www.wastefreesd.org



Please pass this newsletter on to a friend after reading it. EcoLogic is printed on 100% recycled paper, 30% post-consumer content.

No More Needles In The Trash!

When a state law was passed last September banning residents from throwing away their used needles in the trash, ILACSD went into action to help educate the County's 500,000 unincorporated residents about safe alternatives to tossing their needles in the garbage.

Through informational brochures, press ads, and meeting residents face to face, ILACSD explained the dangers of disease and injury that needles and other sharps can pose to sanitation workers as well as the general public. Thanks to this campaign thousands of needles will be kept

safely from our environment and out of our landfills.



A Special Thanks to Our 7th Annual Creek to Bay Volunteers!

Otay Valley Regional Park



Swan Canyon



Cooper Canyon

