

## Tracking Marine Debris at Coastal Cleanup Day (CCD)

International Coastal Cleanup Day brings volunteers together to combat marine debris and rejuvenate the environment after a summer of fun. Volunteers in San Diego increase their environmental impact by uniting with 50 states and 65 countries across the world. This year's

24th Annual California Coastal Cleanup Day (CCD) is scheduled for Saturday, September 20th from 9 AM – noon. Once again, I Love A Clean San Diego and San Diego Coastkeeper will host this significant community cleanup and build upon previous success. Last year, a staggering 6,212 participants volunteered at over 60 coastal and inland cleanup sites, removing 94,358 pounds of litter. This year's event is expected to amplify as San Diegans' environmental awareness grows.

This event is unique because volunteers track marine debris on data cards to increase awareness and identify sources of this harmful litter globally. The Ocean Conservancy analyzes the data cards that are instrumental for pollution control strategies. This aspect of CCD tackles

prevention and education, both important elements when solving the marine debris problem.

Plastics are a large bulk of the litter removed at CCD and a major portion of debris already in the ocean. This problematic plastic never biodegrades, remaining indefinitely in a landfill or in the ocean. Proof of this everlasting plastic lies 800 miles north of Hawaii, where a swirling pool of plastic known as the Pacific Gyre grows every day, currently spanning across an area of open ocean twice the size of Texas. CCD volunteers prevent more litter from turning our ocean into a garbage dump.

CCD welcomes all ages, and is a perfect way to give back to your environment after spending a summer outdoors enjoying these beaches and open space areas. Join fellow neighbors locally, while making a difference at a global level. Updates and registration information is available at [www.cleanupday.org](http://www.cleanupday.org).



## San Diego Clean Beach Coalition Launches Summer Pollution Prevention Campaign

I Love A Clean San Diego is proud to announce a new partnership to keep San Diego beaches clean this summer. The San Diego Clean Beach Coalition was recently established to combat the litter problem facing Pacific Beach, Mission Beach, and Mission Bay during the summer season, and especially during the 4th of July holiday weekend. Group members include ILACSD, San Diego Coastkeeper, Surf Rider Foundation, and FreePB.org. In collaboration with local police, rangers, and lifeguards, the coalition has developed a comprehensive campaign to reduce beach pollution.

**SAN DIEGO**  
CLEAN BEACH COALITION



### The Coalition's goals include:

- Pollution prevention/reduction
- Increase recycling
- Recruit volunteers for post-holiday cleanups

To find out more about this program, visit our new site at [www.cleanbeachcoalition.org](http://www.cleanbeachcoalition.org).

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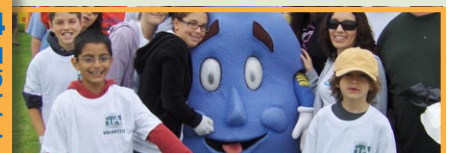
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**I LOVE A**  
Serving San Diego County Since 1954.  
**Clean**  
Community. Environment. Education.  
**SAN DIEGO**

## From the Executive Director



2008 has shown to be quite a dynamic year thus far for I Love A Clean San Diego. The organization continues to grow expanding staff and departments due to an increased demand for quality environmental outreach programs. Now more than ever San Diego's community and business leaders

are turning to ILACSD to seek advice on how to green their business or how to mobilize their employees to give back to the community and environment. This shows a positive transition in our societal values when businesses are looking to partner to demonstrate to their employees that they support the environment. Not to mention that San Diegans continue to recognize I Love A Clean San Diego as the "go-to" organization for anything environmental.

Also, after years of referring San Diegans to local recyclers through our Recycling and

Household Hazardous Waste Call Center, these recyclers are partnering with us to share hard-earned recycling revenue from electronics recycling events. And slowly, our small non-profit is also growing in revenue! This means we can take these hard earned funds and put them back into the organization, the staff, and further market our mission throughout San Diego County.

Sincerely,

*Pauline Martenson*  
Executive Director

## Volunteer Spotlight

ILACSD recognizes one of our stellar volunteers, Jim Dahlem, for showing tremendous environmental dedication at several ILACSD events. We joke that we should include him on the ILACSD payroll because Jim tirelessly helps the staff at almost EVERY cleanup and events, and does so with a smile and great attitude. Thanks Jim for all your hard work!

## New & Renewing Members

- Felipe Bernal
- Cheryl Brown
- Micheline Costes
- Roger Hinds
- Margaret Hoz
- Sue Lane
- Lisa Laughter
- Jill & Mary Lonsdale
- Madee McClosky
- Martin & Patricia McGuinn
- Charles & Martha Moffet
- James Pierce
- Robert Ryan
- Shirley Seagren
- Dorothy Stock
- Glenda Taylor
- Natalie Terashima

## 15<sup>th</sup> Annual Ocean Day Kids' Adopt-A-Beach Cleanup



On June 6, 2008, approximately 800 students from northern San Diego County participated in the 15th Annual Ocean Day Kids' Adopt-A-Beach Cleanup event at Oceanside City Beach to celebrate World Ocean Day. Students, teachers, parents, and volunteers worked together to remove an estimated 132 pounds of debris from our coastal environment! After the cleanup, they took part in the aerial art exhibition. Students formed a design spelling out "KIDS CARE" with an image of a dolphin, to send a message to stop litter and other pollutants from reaching the sea where it harms marine animals and ecosystems.

The Ocean Day Kids' Adopt-A-Beach Cleanup event, created in 1994 by the Malibu Foundation for Environmental Education, is organized and funded statewide by the California Coastal Commission. On the same day in multiple locations across the state, approximately 8,000 students participated in this impressive program. The program focuses on reaching children in underserved and inland schools. Prior to the cleanup, the program includes a series of school presentations providing information about the importance of the ocean and how the students' actions affect it.

## Thank you Ellen Browning Scripps Foundation!

ILACSD would like to thank the Ellen Browning Scripps Foundation for providing our organization with another grant for the 2007-2008 grant cycle. The Scripps family is the apex of generosity and philanthropy in the San Diego community and ILACSD is grateful for their continued contributions to the organization and the environ-

ment. Ellen Browning Scripps, who began the Foundation in 1924, said "The most important and beautiful gift one human being can give to another is, in some way, to make life a little better to live." Her contribution to our organization will allow her philosophy to become a reality throughout the San Diego region.



## Creek to Bay Cleanup Yields Tons of Trash!

On Saturday April 26th, thousands of San Diegans gathered at 64 cleanup sites to participate in I Love A Clean San Diego's 6th Annual Creek to Bay Cleanup. This year's event, sponsored by the County Board of Supervisors through the support of Supervisor Greg Cox and Supervisor Pam Slater-Price, brought together San Diegans from Oceanside to San Ysidro.

Most commonly found items included lobster traps, tires, and beverage containers. Each site held contests for most unusual item. Some of the finalists included: a bowling ball, a pink boom box, and a dishwasher.

Additional sponsors of this year's event included Time Warner Cable, KFMB Channel 8's Earth 8 Campaign, San Diego Bay Watershed Group, the Barona Band of Mission Indians, Sony, Kashi, Stretch Island Fruit Co., SeaWorld, Think Blue, Sempra Energy, SeaWorld, Ellen Browning Scripps Foundation, Birch Aquarium, Omni Hotel, Cubic Transportation Systems, Wilson



**After compiling the results, ILACSD is proud to report that 4,039 motivated volunteers collected close to 200,000 pounds of debris from 154 miles of coastline and inland areas. Thank you Volunteers!**

Sonsini Goodrich & Rosati Foundation, McCormick and Schmick's, City of Poway, City of Escondido, General Dynamics NASSCO, BD Biosciences, Chula Vista Nature Center, Dog Beach Dog Wash, San Diego Maritime Museum, Allied Waste Services, EDCO, KPRI, Dasani, Hewlett Packard, and Keep America Beautiful.

This event was part of a larger cleanup effort, as millions rallied together throughout the nation to do some "spring cleaning" as part of Keep America Beautiful's "Great American Cleanup."

### New Partnerships in 2008



ILACSD was one of only six organizations nationwide to receive funding from the Keep America Beautiful/Anheuser

Busch Environmental Grant Program. This funding will be used to successfully coordinate a 4th of July pollution prevention campaign by purchasing temporary trash and recycle bins to place on the beach for the holiday weekend. ILACSD will also use these funds to generate an education awareness campaign on local television and radio stations. Keep your eye out for Clean Beach Coalition announcements throughout the summer!



### The world's local bank

This year, ILACSD has continued its partnership with HSBC with a grant to support independent cleanup events in San Diego County. This funding is crucial to coordinate our monthly cleanups and attend community events to promote volunteerism. HSBC also supports ILACSD's popular Storm Drain Stenciling Program, assisting with the cost of supplies & coordination. Thanks go out to HSBC for their continued commitment to the community and the environment in San Diego County.

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Department Assistant

### Hours of Operation

- Monday-Friday: 8am-5pm
- Saturday: 9am-1pm

### Contact Us

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

### Recycling Hotline:

- 1.800.237.BLUE  
www.cleansd.org

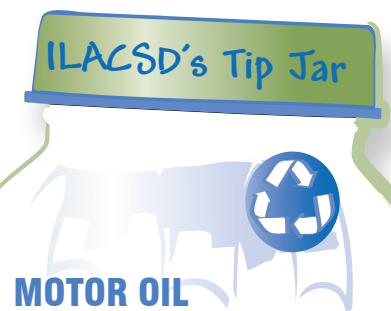


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## We Love Members!

Did you know that you can become an official member of I Love A Clean San Diego? It's a great way to help out one of San Diego's oldest and most trusted environmental organizations. We have several membership levels to accommodate everyone, ranging from \$15 to \$1,000. In addition, we have a variety of gifts

for members to show our appreciation, including a window sticker featuring our new logo. Members will also be kept up to date with our monthly E-newsletter and bi-annual Ecologic newsletter in which all of our new members are recognized. Check out our membership section at [www.cleansd.org/s\\_membership.php](http://www.cleansd.org/s_membership.php) and join today!



### MOTOR OIL

- Don't throw it out! It is illegal to toss out motor oil and oil filters and you can face some hefty fines.
- Motor oil never goes bad. Motor oil can be cleaned and used over and over again as re-refined oil which is just efficient as virgin oil.
- Motor oil and filters are easy to dispose of. Please visit [www.wastefreesd.com](http://www.wastefreesd.com) for locations.

### Photo Gallery

*Clean Earth Challenge Winner,  
Yasmin Campos*



*Watershed After-School Program*

