

**CALIFORNIA COASTAL COMMISSION**

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**Media Advisory**  
- For Immediate Release –  
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**Help Get Rid of Trash, Not Wildlife**  
**at the California Coastal Commission's 33<sup>rd</sup> Annual California Coastal Cleanup Day**  
**Saturday, September 16<sup>th</sup>, 2017 from 9 a.m. to Noon**

**What:** Tens of thousands of Californians will gather along beaches, shorelines, and inland waterways to pick up the trash that has accumulated over the past year. In 2016, almost 60,000 volunteers removed more than 700,000 pounds of trash and recyclables from 54 counties across the state. The event ranks as the biggest, single day volunteer event on the planet, according to the Guinness Book of World Records.

Coastal Cleanup Day also marks the beginning of [COASTWEEKS](#), a three-week celebration of our coastal resources across the country. The California Coastal Commission, the state agency that protects coastal resources and organizes the event, maintains a calendar of COASTWEEKS events on its website.

**When:** Saturday, September 16<sup>th</sup>, from 9 a.m. to noon in most locations.

**Where:** Cleanups will take place at over 1,000 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. The commission hosts an interactive map that provides exact locations and other site-specific information. For more details, go to: [www.coastalcleanupday.org](http://www.coastalcleanupday.org).

**Why:** “Trash in our environment and in our ocean can cause enormous harm, even death, to wildlife, and plastic fragments are known to travel up the food chain and potentially end up on our dinner plates,” said cleanup Director Eben Schwartz. “Coastal Cleanup Day is our opportunity to invite everyone in California, no matter where they may live, to help protect not just our communities and our environment, but all the animals – including us – that call it home.”

**How:** Visit [www.coastalcleanupday.org](http://www.coastalcleanupday.org) or call (800) COAST-4U for more information.

**Who:** *California Coastal Cleanup Day event is presented by the California Coastal Commission with lead sponsorship from Crystal Geyser Natural Alpine Spring Water by CG Roxane. Additional support comes from Oracle, Amcor, Union Bank, Salesforce, the Whale Tail<sup>®</sup> Specialty License Plate, and the Protect our Coast and Oceans Fund.*

*California Coastal Cleanup Day 2017 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 Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, strong public participation, education, and effective intergovernmental coordination. The Coastal Cleanup Day Program is part of its effort to raise public awareness of marine and coastal resources and promote coastal stewardship.*