

## CALENDAR ALERT

### CONTACT:

Ian Monahan

619.876.0234

Zoom Interviews Available

[imonahan@cleansd.org](mailto:imonahan@cleansd.org)

[Online Media Kit Link](#)



**International Coastal Cleanup Day 2021:  
San Diego County's Largest Environmental Cleanup Returns on September 18, 2021**  
*Free online volunteer registration opens September 1, 2021 at [CleanUpDay.org](https://CleanUpDay.org).*

**What:** Nearly 6,000 registered volunteers expected to participate in cleanups within their own neighborhoods and in groups at over one hundred litter hotspots for the 37<sup>th</sup> annual International Coastal Cleanup Day in San Diego County on Saturday, September 18, 2021. The event is officially produced by I Love A Clean San Diego County for the region. Free online registration opens on September 1, 2021. **All volunteers must register to participate and complete the online litter survey to be counted in the global results.**

Since the event's inception in 1985, over 269,000 volunteers in San Diego County have removed over 5.4 million pounds of litter and debris from local communities. Despite the effects of the pandemic in 2020, San Diego County stood out. The region's effort accounted for one percent of international litter totals, nearly six percent of the national totals and 20 percent of California's results.

**When:** Online Registration: Opens September 1, 2021 at [CleanUpDay.org](https://CleanUpDay.org)

Event: Saturday, September 18, 2021. Volunteers can dedicate time for their cleanup time at any point during the day.

**Where:** Any location in San Diego County volunteers choose to clean and protect close to home. **Or**, volunteers can visit [CleanUpDay.org](https://CleanUpDay.org) on September 1 to view the **litter hotspot map** and clean up at one of more than 100 litter hotspots.

**Why:** No matter where people live in San Diego County, we all live in one of its 11 watersheds that lead to the coast. About 80 percent of ocean pollution begins inland. By 2050, it is estimated there will be more plastic pollution by weight than fish in the world's oceans. Increased packaging and takeout containers are still litter and pollution problems. Cigarette butts continue to be the most littered individual form of plastic pollution.

Litter enters our local watersheds and flows to the Pacific Ocean, ruining soil and water quality. Litter also becomes a harmful threat to the health of both marine wildlife and people. This event serves as a learning opportunity to show how damaging litter and pollution are for our environment and to encourage protection of the region we call home.

### **Top 10 Items Collected Around the World in 2020**

*Plastic is the problem: All items listed below are example of single-use plastic.*

1. Food Wrappers (candy, chips, etc.) 4,771,602
2. Cigarette Butts 4,211,962
3. Plastic Beverage Bottles 1,885,833
4. Plastic Bottle Caps 1,500,523
5. Straws, Stirrers 942,992
6. Plastic Cups, Plates 754,969
7. Plastic Grocery Bags 740,290

8. Plastic Take Out/Away Containers 678,312
9. Other Plastic Bags 611,100
10. Plastic Lids 605,778

*Source: OceanConservancy.org*

**Who:** Volunteers of all ages, Scout Troops, corporate teams, community groups, families and others around San Diego County will cleanup close-to-home to protect outdoor spaces. All participants must register at [CleanupDay.org](https://www.cleanupday.org) to officially participate and record their cleanup totals in the global results. Collection of data is an essential part of this event.

**Visuals:** Volunteers removing trash from neighborhoods, beaches, parks, canyons and other outdoor spaces.

**Interviews:** Len Hering, Executive Director – Lauren Short, Program Manager – Ian Monahan, Communications Manager for I Love A Clean San Diego.

### **About International Coastal Cleanup Day *San Diego County***

I Love A Clean San Diego has been the official organizer of Coastal Cleanup Day in San Diego County since it was founded in 1985. The event is a major part of International Coastal Cleanup Day and includes many U.S. states and territories, and over 90 countries. Each year the event attracts nearly one million volunteers globally and about 6,000 throughout San Diego County who prevent ocean pollution from our connected ecosystems. International Coastal Cleanup was founded by the Ocean Conservancy and is coordinated in California by the California Coastal Commission.

### **About I Love A Clean San Diego County**

Founded in 1954, I Love A Clean San Diego is an environmental nonprofit supporting residents and businesses of San Diego County through youth and adult education, and local action through impactful volunteer events and workshops. As San Diego's most influential advocate for sustainability, I Love A Clean San Diego's programs are an environmental catalyst, awakening passion and inspiring action to empower everyone to be leaders in conservation and waste-free living. Our community is passion in action to maintain and improve the health of the home we love. For more information, to volunteer or donate, visit [CleanSD.org](https://www.CleanSD.org) or call (619) 291-0103. Connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).