

CALIFORNIA COASTAL COMMISSION

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**The Beach Can't Take Anymore:
Join the 30th Annual California Coastal Cleanup Day**

August 25th – Millions of cigarette butts, plastic bags, food wrappers, and plastic pollution of all types litter California's beaches and inland waterways. The trash (some left by beachgoers but most originating elsewhere and traveling to beaches via rivers and storm drains) can have devastating effects on our state's health, economy, and wildlife. A recent study published by the National Oceanic and Atmospheric Administration focused on Orange County found that marine debris is costing the County as much as \$32 million each year, as beachgoers avoid sections of the coast fouled with marine debris and travel greater distances to visit cleaner beaches.

Thankfully, Californians have the opportunity to play a direct role in reducing the impact of all this debris. The California Coastal Commission is proud to announce that the 30th Annual California Coastal Cleanup Day, the state's largest volunteer event, will take place on Saturday, September 20th, 2014, from 9am to noon. The Cleanup is expected to draw tens of thousands of volunteers who, at more than 850 locations throughout California, will help remove tons of trash that have accumulated on California's beaches and inland shorelines.

Coastal Cleanup Day is about helping our natural environment and wildlife. It's also about the thousands of people who work tirelessly to make the Cleanup happen, and the tens of thousands more who turn out each year to help. The Coastal Commission, working with ad agency BBDO San Francisco, is highlighting both aspects of the Cleanup in a campaign designed to raise awareness about marine debris and invite all Californians to take part in this annual statewide initiative.

Working on a pro bono basis, BBDO San Francisco developed an impactful ad campaign that is featured now at coastalcleanupday.org. The campaign underscores how trashed our beaches and waterways have become. "Sadly, this is a problem that persists in California and the beaches are like the trees in that classic Dr. Seuss book, The Lorax-- they can't speak for themselves. So we hope this campaign will help people realize that there is a great opportunity to help," said Jim Lesser, President and CEO at BBDO San Francisco. The campaign highlights the need addressed by Coastal Cleanup Day – to care for our coast and ocean. Download the 2014 Coastal Cleanup Day artwork on our [media center](#).

In addition, the Coastal Commission will be launching a parallel social media campaign featuring some of the people of Coastal Cleanup Day talking about why they participate and relating stories of their Coastal Cleanup Day experiences. The Campaign will highlight California's love affair with its beaches, ocean, rivers, and lakes, and will paint a picture of what it's like to participate in the event, and how participating changes people.

Coastal Cleanup Day is a product of the commitment people and organizations feel towards the coast, and it is built on partnerships. "We have been lucky to partner with hundreds of organizations and companies to run the Cleanup each year," said Eben Schwartz, Marine Debris Program Manager for the California Coastal Commission. "Without the support of local organizations, companies like BBDO San Francisco, and our incredible sponsors, the Cleanup simply wouldn't take place. To honor the 30th anniversary of this incredible statewide effort, our hope is to raise awareness about Coastal Cleanup Day, and the magnificent people and places of California."

Volunteers have always been the heart and soul of the Cleanup. More than 1.2 million volunteers have taken part in the Cleanup since it began in 1985, removing over 20 million pounds of debris from California's shorelines. Organizing those volunteers at locations around the state requires incredible coordination from more than 60 different non-profit organizations, local governments, and state agencies. By combining efforts with like-minded organizations around the state, the Coastal Commission has been able to greatly increase its ability to mobilize the citizens of California to become stewards of our coast and ocean.

Another vital part of this network is the [sponsor](#) team providing the necessary funding and marketing support that make the Cleanup a huge success. The Coastal Cleanup Day Program is especially proud to have deep and long-standing partnerships with Crystal Geyser Natural Alpine Spring Water and Oracle. These corporate partners have been the backbone of this event, enabling it to take place year after year. A new partner this year, Rubio's, is planning to help reward all the hard-working (and hungry!) Coastal Cleanup Day volunteers by providing a coupon for a free taco to each individual.

For those who cannot attend Coastal Cleanup Day on September 20th this year, the Coastal Commission maintains a calendar of events taking place during the three weeks following the Cleanup, known as COASTWEEKS. For more information on the Cleanup, please visit www.coastalcleanupday.org. Follow us on Facebook at facebook.com/CaliforniaCoast and on Twitter at twitter.com/TheCACoast.

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 NOAA, CalOES, Oracle, Rubio's, Orrick, Herrington & Sutcliffe LLP, the Whale Tail® Specialty License Plate, Lennar, and See's Candies.

California Coastal Cleanup Day 2014 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.

About BBDO: *BBDO's mantra is "The Work. The Work. The Work." Every day, BBDO people in 289 offices in 81 countries work day by day, job by job and client by client to create and deliver the world's most compelling commercial content. For eight years in a row, BBDO has been named the most creative agency network in the world in The Gunn Report. In addition, BBDO has been chosen Agency of the Year multiple times by each of the leading industry trade publications. BBDO (www.bbdo.com) is part of Omnicom Group Inc. (NYSE-OMC)*

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