

2011



# COASTAL CLEANUP DAY

Protect What You Love

With Oceans at Risk, You Can Make a Difference



INSIDE

Los Angeles County Totals and Results

# COASTAL CLEANUP DAY 2011

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Heal the Bay

## COASTAL CLEANUP DAY TEAM

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**Coastal Cleanup Day Manager:** Eveline Bravo

**Coastal Cleanup Day Coordinator:** Asma Mahdi

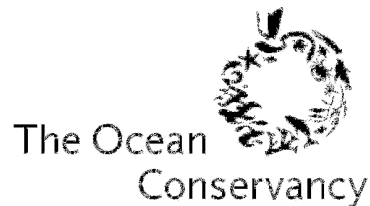
**Coastal Cleanup Day Interns:**

Blanca Alcantara

Stephanie Gebhardt

Allison Litrell

Megan Majd



The Ocean Conservancy is the leading agency responsible for the international effort known as Coastal Cleanup Day. In 1986, they launched the first Coastal Cleanup in Texas with 2,800 volunteers. Today, over 152 countries participate in the annual event which engages everyone to keep our coasts healthy.



The California Coastal Commission leads the statewide effort in California. The first Coastal Cleanup in the state occurred in 1985 and since then, Californians have removed over two million pounds of debris. Each year the Coastal Commission tasks local county coordinators to improve cleanups, setting the environmental precedent for future volunteer events.



Heal the Bay is the Los Angeles County Coastal Cleanup Day Coordinator. For 22 years, the organization has led the local effort and created a community of environmental stewards as part of its efforts to make Southern California's coastal waters and watersheds, including the Santa Monica Bay, safe, healthy and clean. Coastal Cleanup Day is the perfect link between Heal the Bay's science, education, community action and advocacy efforts that support the organization's overall environmental mission.

# SPONSORS



Drive one.



City of  
**Santa Monica™**



# DONORS



# COLLABORATORS



Coastal Cleanup Day 2011 would not have been possible without the generous contributions of our sponsors, donors and collaborators. From all of us at Heal the Bay, thank you for your commitment to keeping our ocean and waterways safe and clean!

## SITE CAPTAINS

From everyone at Heal the Bay, thank you Captains for your leadership and dedication on Coastal Cleanup Day.

Alfonso Montiel	Gemma Jimenez	Maria Madrigal
Abra Luciana	Grant Barbeito	Melia Grasska
Ann Bradley	James Alamillo	Michael Blum
Art Salter	Jean Garrett	Michael Dreebin
Barabara Gentile-Crary	Jeffery Rosenfeld	Michael Schecter
Bill Hyatt	Jeff Kidd	Michelle Kearney
Boun Prasert	Jennifer Badger	Natalie Medina
Brittany Gutierrez	Jennifer Day	Nick Fash
Carol Rowland	Jerry Gorelick	Olga Ayala
Catherine Vargas	Joady Gorelick	Patrick Tyrrell
Cathy Beauregard	Joeann Valle	Paul Skipper
Christian Alvez	John Dettle	Reuben Vollmer
Cile Borman	Joyce Fredericks	Roxy Lowe
Colleen Holmes	Juan Mendoza	Semiee Park
Colleen Trodahl	Juli Schulz	Sharon Lane-Rolnick
Cynthia Rosell	Karin Flores	Siobhan Dolan
David Llyod	Laura Martino	Siva Paramanandam
Deborah Jackson	Laurie Frasco	Stacey Kinsella
Debra Gerod	Lee Jester	Steve Kleinjan
Eddie Murphy	Leslie Cortez	Tammy Vollmer
Ellen Vahan	Leslie Young	Terumi Toyoshima
Eric Frasco	Lucy Atwood	Todd Flora
Erin Kellogg	Lynda Levintan	Victoria Ippolito
Erin Tanenbaum	Margarita Lozano Trejo	Woody Henderson
Garrett Craig		

## SITE DONORS

The following companies, organizations, and government agencies donated to specific Coastal Cleanup Day sites. On behalf of the Heal the Bay, thank you for supporting Coastal Cleanup Day and your communities in cleaning up Los Angeles County.

Adventure 16, Amoeba Music, Aubrey Organics, Baker Corp, Beaches & Harbors, Boat Rentals of America, Boys & Girls Club of Venice, Bradford Renaissance Portraits, Catalina Island Conservancy, Cheesecake Factory, Chipotle, Cobra Kayaks, Color Me Mine, Crossroads School, Council Members: Tony Cardenas, Eric Garcetti, Mitchell Englander and Ed P. Reyes, Culver City Sprouts Farmers Market, GreenAid, Honda - The Power of Dreams, Horn Blower, Islands, Kleen Kanteen, Laser Storm, Leegan's Irish Pub & Restaurant, Library Alehouse, Manhattan Beach Noah's Bagels, Marina Harbor Anchorage, Marriott Torrance South Bay, Mulligan Family Fun Center, NAUI, One Hour – Heat & Air Conditioning, Panera Bread, Peet's Coffee & Tea, Red Car Brewer & Restaurant, Salon Cuca, Santa Monica Trader Joe's, Santa Monica Windjammers Yacht Club, See's Candies, South Bay – Yellow Cab Co-op, Sport Chalet, Stanberry Laundry Co., Sully's, Taj India Palace, The Comedy Magic Club, The Counter, The Jonathan Club, Tom's Corner House, Torrance Area Chamber of Commerce, Torrance Memorial Medical Center and UCLA Aquatics Center.



*Coastal Cleanup Day is an opportunity to make Earth a better place to live, for us and marine life. By picking up trash, we not only keep the beaches clean and more enjoyable, but we save one more turtle from eating a popped balloon; we keep one more seal from being trapped in a net; and we save a species. This is our beach, our coast, our planet and it's OUR responsibility to take care of it. So what are we waiting for?*

*—Brittany Gutierrez, Site Captain – El Matador Beaches*

*As a clean water advocate, I am proud to be part of an event for a cause that is of great importance to me. The impact of littering leaves our beautiful beaches completely trashed and polluted, harming marine life and public health. As a CCD beach captain and co-captain for the past 10 years, along with my team, I play a very active role in raising awareness and educating the community on ocean pollution prevention.*

*—Leslie Cortez, Site Captain – Torrance State Beach (City of Torrance)*



*I have worked for Councilmember Tony Cárdenas for the past 8 years as his representative for the Sepulveda Basin. There are many events that take place every year, but this is one of the few that brings the community together for such a worthwhile cause. The community spirit is unbelievable and everyone, no matter how hard they work to clean up, has a smile on their face from a sense of accomplishment.”*

*—Lynda Levitan, Site Captain – Lake Balboa Park (Senior Field Deputy, Sixth Council District)*



*As a Field Deputy for Councilmember Mitchell Englander, part of my job is to empower individuals to take ownership in their community. It's inspiring to see individuals come together and collectively work together to make a positive impact on our rivers and ocean.*

*—Semee Park, Site Captain – Lake Balboa Park (Field Deputy, LA City Councilmember Mitchell Englander)*





*Coastal Cleanup Day allows each of us to transform our intentions to protect our coastline into action. Whether it is the actual removal of litter, the occasion to educate others about which sources of pollution are most problematic, or the opportunity to encourage people to minimize their own impact on our shores, there are many ways to make a difference during this annual event.*

*—Bill Hyatt, Site Captain – Santa Monica Beach, Tower 8 (One Brick)*

*Coastal Cleanup Day is a special day when we get to connect with our local community and improve our shores and coast together. From the smallest volunteer, to the oldest, everyone learns how our environment is impacted by the day to day choices that we make, and that everyone and anyone can make a difference. Caring about our communities and our environment is one of our core values here at Whole Foods Market, and I enjoy being an example of that!*

*—Laura Martino, Site Captain – Santa Monica Beach, Tower 27 (Whole Foods Santa Monica)*



*Coastal Cleanup Day is about inspiring CHANGE in our daily behavior when it comes to our waste stream. We need to change the way we think about the items we purchase. We hope to change behavior in others by encouraging them to ensure that every time they purchase an item, they consider whether that item is recyclable or if it can be composted.*

*—Michelle Kearney, Marina del Rey Site Captain (Santa Monica Bay Restoration Commission)*



*Debris affects every living thing from the tiniest life form to marine animals to humans; we all need clean water for life and to continue to exist. When our coastal waters are harmed, we are all in jeopardy. As long as there is daily marine pollution, Malibu Divers and its volunteer scuba divers are uniquely able to retrieve pollution from our waters and raise awareness by carrying the message that 'clean' water = life.*

*—Barbara Gentile-Crary, Malibu Pier Dive Site Captain (Malibu Divers, Inc.)*





# COASTAL CLEANUP EDUCATION DAY

## Raising Environmental Awareness in Today's Youth

This year on September 12, Heal the Bay hosted its seventh annual Coastal Cleanup Education Day. Each year, Title I elementary school students from all across L.A. County are granted the opportunity to spend the entire day at the beach, running around in the sand — all while learning about ways they can “Heal the Bay” in their neighborhoods. For many students, Coastal Cleanup Education Day is the first time they’ve ever set foot at the beach, breathed in the crisp salty sea air, or even seen the ocean up close. “Ed Day,” as it is referred to by staff, begins when the first busload of students arrive at the Santa Monica Pier and head off to the first of their four education stations, each with a new surprise and each with a little twist. So let’s take a ride through Ed Day!

**First Stop: Fatal Food Relay.** As the name suggests, students participate in a relay race about food that can harm them and begin by pretending to be their favorite ocean animal. What’s on the menu? Seafood or Trash. Kids who eat seafood win the round and continue, but those that are dealt the dirty hand of trash are banished to the hospital. The message—ocean animals readily mistake trash for food and consume it, which can be “fatal.” Through the interactive involvement of their teammates students learn the steps they

can take to stop trash from entering our waterways and heading to the ocean.

**Next Stop: Beach Exploration.** Probably one of the most exciting stations, kids dig in the sand, get their feet wet and look for sea animals all while learning how important the beach is to the ocean ecosystem and how we depend on it in our daily lives. From finding kelp to sand crabs on the beach, everyone learns about the animals and their habitats.

**Third Stop: Beach Cleanup!** Here, students tie it all together. By picking up the “fatal” trash in the sand, they’re saving hundreds of animals some of which they found when they went exploring. Students learn that we are all connected through a watershed and that the actions we take inland impact the ocean environment.

**Final Stop: Our Santa Monica Pier Aquarium!** A time filled with excited children, and nothing but smiles as kids come in to touch and meet all the local animals that live right in the Santa Monica Bay. The excitement in their eyes builds as they know these are the animals they helped save today and from this point forward, everyday.



*Coastal Cleanup Education Day helps students enjoy a day at the beach becoming environmental stewards*

*Clockwise from left to right: students participating in Fatal Food Relay; measuring cigarette butts using the "Butt-o-Meter" after the beach cleanup station; gearing up for the Beach Exploration station; learning about the beach habitat; digging into the sand and finding animals.*



## MEDIA COVERAGE

When it was time to get the word out about Coastal Cleanup Day, the largest international volunteer effort on the planet, Heal the Bay took to the waves. If you tuned into your radio, watched TV or even surfed the Internet, chances are you heard about the event. From Twitter to Facebook, social media outlets were a flutter. Volunteers tweeted about #CCD2011 and continued the conversation through pictures on Instagram about their cleanup sites before, during and after the event.

For the second year, KTLA promoted Coastal Cleanup Day with an hour-long special and KTLA Morning News appearances with Gayle Anderson leading up to the event. The theme this year was to educate viewers to "Protect What You Love."

From Los Angeles City Mayor Antonio Villaraigosa to Chef Raphael Lunetta, of JiRaffe, KTLA interviewed members of the community and took viewers on a journey through the watershed showing how we are all connected to the ocean. Our thanks to KTLA President and member of Heal the Bay's Board of Governors Don Corsini and Heal the Bay Board Member Stephanie Medina Rodriguez, who each year provide the organization with a tremendous platform to spread the word about Coastal Cleanup Day and what everyone can do to make impact in their communities because the ocean begins at your front door!



*Heal the Bay and the Adopt-a-Stormdrain foundation on air with Gayle Anderson and the KTLA 5 Morning News at the Dominguez Channel Coastal Cleanup Day site.*



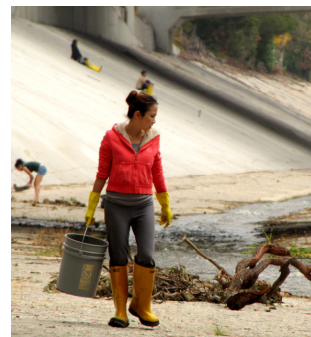
**B**each cleanups are important to our coastal environment and our health, and each year on Coastal Cleanup Day, volunteers come out in force to prevent marine debris from entering our waterways. Embodying Heal the Bay's mission; through education and community action in just three hours, volunteers receive hands on experience and see the immediate impact they've made at a cleanup event. The data collected from all cleanups aids in the organization's advocacy efforts, which have helped shape legislation as seen by the city-by-city plastic bag and Styrofoam bans in L.A. County.

Over the years, beach cleanups have been crucial in raising environmental awareness in our community. From the students at Echo Horizon School to investment bankers at Union Bank, schools and corporations alike have combined forces to protect

our coast. Since California's first Coastal Cleanup Day, we have collectively removed over two million pounds of trash. The positive environmental impact we've made by removing debris from our waterways and coastline is tremendous, but it comes with a cost: the fees associated with doing cleanups the waste produced from the cleanup itself.

Think about the amount of resources that beach cleanups exhaust: if we continue to use single-use disposable plastic bags, one-time use plastic gloves, plastic water bottles, and so on – we increase the "trash" that is being generated. Trash in pounds can quickly add up over time, and as you may know, plastic does not biodegrade. So what's the solution?

Zero Waste Beach Cleanups!



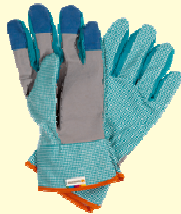
# Five

## Easy Steps to Make Your Next Beach Cleanup **Zero Waste**



1. (BYO) Bring your own bucket or a reusable bag to your next cleanup. After the cleanup, you can rinse it out and reuse.

2. Have a pair of garden gloves lying around your house? Bring them to your next cleanup. Not only do they have a good grip to pick up trash, they are easy to clean!



3. Reduce your carbon footprint! Walk, bike, carpool or use public transportation to your next cleanup. You'll not only help the environment, but your wallet will thank you too.

4. Don't forget to pack a snack! Working under the sun can make us all a little hungry, bring a snack in a reusable sandwich bag. Now, that's a tasty treat!



5. Remember to bring a reusable water bottle. It is one of the easiest ways to make your cleanup zero-waste, and your hydration station will always be by your side.

Changing the way we approach beach cleanups is not only the next challenge, it's the next step. By encouraging volunteers to bring their own buckets and garden gloves we are educating the public on how we can work together to reduce potential waste. Also, by bringing their own water bottles, volunteers can refill and reuse as often as they

to pilot the first Zero Waste Challenge! Collectively, these sites had 1,893 volunteers and picked up 15,654 pounds of trash! Congratulations to the Site Captains who captained Culver City, Dockweiler State Beach – Tower 59, King Harbor Marina, Marina del Rey Kayak & Dive, Santa Monica – Tower 27, Silverlake, Topanga State Beach, Torrance County Beach and the Robert

## *Changing the Future of Beach Cleanups*

want. Through education, we can teach beach goers and volunteers alike how simple it is to reduce the amount of resources used, a rule that can be applied at the beach and throughout our daily lives.

At this year's Coastal Cleanup Day, nine cleanup sites within L.A. County kicked the "bag" habit and solicited support from local vendors and Heal the Bay to provide reusable buckets and gloves

Meyer Beaches! You all have demonstrated that small actions can make a real big difference!

Now, are you ready for your next beach cleanup? What choices will you make to protect the ocean and our future?



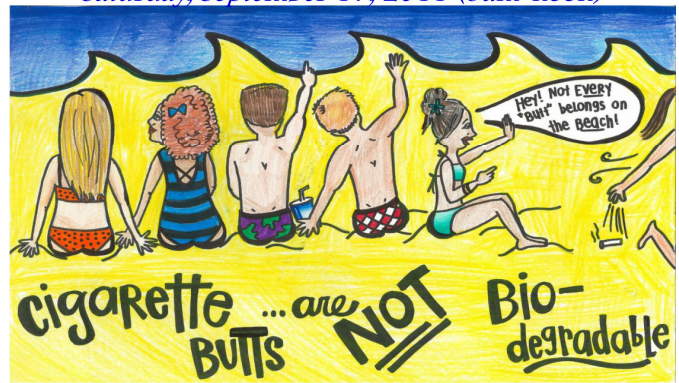
# ART CONTEST

This year, the South Bay Stormwater Program, which includes the Cities of Redondo Beach, Manhattan Beach, Hermosa Beach and Torrance along with CalTrans, held a graphic art contest for high school students. Students were challenged to produce original artwork to promote awareness and educate the public regarding the problems associated with bacteria in our beach and ocean water.

The winners of the graphic art contest, along with the finalist, were announced at the 10<sup>th</sup> Anniversary Earth Day celebration hosted by SEALab in Redondo Beach on March 31. Redondo Beach Mayor – Mike Gin, Hermosa Beach Councilmember – Peter Tucker, Manhattan Beach Council Member – Amy Howorth and Torrance Council Member – Bill Sutherland were all in attendance to present the winners with their awards. First prize winners received a \$100 gift certificate to Walsers Art Supply store.

In keeping with the education and outreach purpose of the contest, the City of Torrance featured Bridget Davis' winning entry "Not Every Butt Belongs on the Beach" on its 2011 Coastal Clean-up Day promotional flyer. On behalf of Heal the Bay, we all would like to thank the South Bay Stormwater Program along with the City of Torrance for their innovative effort to raise awareness in their communities. Congratulations to all the winners on a job well done!

CALIFORNIA COASTAL CLEAN UP DAY  
at Torrance Beach  
(Hosted by Honda & Torrance Area Chamber of Commerce)  
Saturday, September 17, 2011 (9am-noon)



Volunteers meet at Miramar Park, located at 201 Paseo de la Playa @ Calle Miramar

#### WHAT TO BRING

A signed waiver (volunteers under 18 must have a parent's signature). You can download a waiver at: <http://www.coastal.ca.gov/publiced/ccd/ccd5.html>

- Wear closed-toed shoes, sunscreen and a hat.
- Bring a sweater/jacket in case it is cold.



Bring your own bucket, glove and reusable water bottle and help us cut down our waste.

For more information contact Beach Captains: John Dettle or Jeff Kidd @ 310-791-6900  
Co-Captains: Cyndy Rosell or Leslie Cortez @ 310-618-5990

To find more cleanup site locations throughout Los Angeles County please visit [www.healthebay.org](http://www.healthebay.org)



CALIFORNIA  
COASTAL  
COMMISSION



**HONDA**  
The Power of Dreams



Artwork by Bridget Davis, 1<sup>st</sup> Place Winner, South Bay Stormwater Program Graphic Art Contest

Artwork: Not Every Butt Belongs on the Beach  
—Bridget Davis (Winner of Cigarette Butts are not Biodegradable Category)

# FINALIST



CATEGORY: PICKING UP POOP  
KEEPS TRASH OUT OF THE LOOP



Everyone is happy when the poop is scooped  
—Brittany Quon (Winner)

**CATEGORY: TRASH WASTES THE OCEAN**



Picking up the Pieces  
—June Tong (Winner)



Beach Pollution Awareness  
—Arabella Vida (Runner-up)

**CATEGORY: CIGARETTE BUTTS ARE NOT BIODEGRADABLE**



Listen to the Cigarettes  
—Timothy Kim (Runner-up)



Keep your butt off the beach  
—Leanne Gabriela Gomez (Runner-up)

**CATEGORY: USE A CAR WASH SAVE THE OCEAN**



Use a Car Wash  
—Jennifer Hoover (Winner)



Stay Green and Keep Our Oceans Clean  
—Sarah Barth (Runner-up)



# DRIVE ONE 4UR BEACH

“  
Congratulations  
Cindy Kent,  
winner of a brand  
new eco-friendly  
Ford!”

Heal the Bay and Ford Motor Company joined forces this summer to help remove trash from Los Angeles County beaches and promote their “Drive One 4 UR BEACH” campaign. The summer long campaign encouraged Los Angeles residents to participate in Heal the Bay’s Nothin’ But Sand beach cleanups every month and then culminated at Heal the Bay’s annual Coastal Cleanup Day where one lucky winner won a 2011, eco-friendly Ford vehicle. Congratulations, to Cindy Kent, the winner of the brand new Ford!

Ford is one of Heal the Bay’s most valued partners and has contributed more than \$1 million to the organization since 1996. Ford previously served as a sponsor of Heal the Bay’s Beach Report Card®, which provides weekly water quality grades for more than 650 sites in California and the Pacific Northwest.

Heal the Bay’s President, Dr. Mark Gold, said that “This summer’s promotion marks a 15 year partnership between Ford Motor Company and Heal the Bay to protect and improve the Santa Monica Bay. Ford and Heal the Bay share a commitment to finding progressive green initiatives and solutions to protect the natural environment.”



## THAT'S UNUSUAL

Each year on Coastal Cleanup Day volunteers find unusual items at their cleanup sites. Over the years, some of the strange items found include bridal gowns, birdcages, mummified cat skeletons and even gold rings. This year was no exception. We held our second annual “Most Unusual Item” contest and you wouldn’t believe some of the items volunteers dug up in just three hours! This year volunteers found a World War II gas mask, a door to a safe, a bicycle kickstand, an intact wallet, bowling pins, and a propeller.

The winners of this year’s contest and the recipient of a Trader Joe’s goodie bag filled with \$50 worth of eco-friendly products are: Juan Garcia for a set of two, six-foot wagon wheels and Emma Mather, who found a cormorant bill.



*Congratulations,  
Juan Garcia and Emma Mather*

# COASTAL CLEANUP DAY 2011 CAMPAIGN



This year, the Coastal Cleanup Day team was selected with developing L.A. County’s theme for the Coastal Cleanup Day. The team of five, which included the coordinator and four interns, came up with: “No TRASH Left Behind.” Together they produced five different pieces of artwork each depicting a different, yet common, type of trash item that ends up in our streets, waterways and oceans: a cigarette butt, a plastic bag, a soda can, a water bottle and a shopping cart. Trash, regardless of where it is found in the watershed, becomes marine debris once it enters our waterways. Its impacts begin at the top of the watershed where it can contaminate crucial rivers and ecosystems.

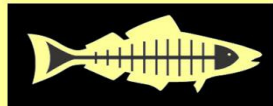
The idea behind the campaign was to show residents of L.A. County that no matter where we live, whether near a stream, river, beach or in a city, the trash we see and find everyday will end up in our waterways that eventually leads to the ocean. The team hoped that the images would inspire you to protect what you love.

*Check out this year’s campaign on pages 14-19.*

# NO **BAG** LEFT BEHIND.



**27<sup>TH</sup> COASTAL CLEANUP DAY**  
**SATURDAY, SEPTEMBER 17, 2011 9AM-NOON**  
*JOIN THOUSANDS IN CLEANING UP L.A. COUNTY*



Heal the Bay

**Sign up:**  
**[www.healthebay.org/ccd](http://www.healthebay.org/ccd)**

Can't join us?  
Help protect what you love with a \$5 donation.  
Text GIVE2CCD to 20222



NO **BOTTLE** LEFT BEHIND.



27<sup>TH</sup> **COASTAL CLEANUP DAY**  
**SATURDAY, SEPTEMBER 17, 2011 9AM-NOON**  
*JOIN THOUSANDS IN CLEANING UP L.A. COUNTY*



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Text GIVE2CCD to 20222



NO **CAN** LEFT BEHIND.



27<sup>TH</sup> **COASTAL CLEANUP DAY**  
SATURDAY, SEPTEMBER 17, 2011 9AM-NOON  
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Can't join us?  
Help protect what you love with a \$5 donation.  
Text GIVE2CCD to 20222



# NO **CART** LEFT BEHIND.



27<sup>TH</sup> **COASTAL CLEANUP DAY**  
**SATURDAY, SEPTEMBER 17, 2011 9AM-NOON**  
*JOIN THOUSANDS IN CLEANING UP L.A. COUNTY*



Heal the Bay

**Sign up:**  
**[www.healthebay.org/ccd](http://www.healthebay.org/ccd)**

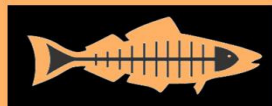
Can't join us?  
Help protect what you love with a \$5 donation.  
Text GIVE2CCD to 20222



NO **BUTT** LEFT BEHIND.



27<sup>TH</sup> **COASTAL CLEANUP DAY**  
SATURDAY, SEPTEMBER 17, 2011 9AM-NOON  
*JOIN THOUSANDS IN CLEANING UP L.A. COUNTY*



Heal the Bay

**Sign up:**  
[www.healthebay.org/ccd](http://www.healthebay.org/ccd)

Can't join us?  
Help protect what you love with a \$5 donation.  
Text GIVE2CCD to 20222



# PROTECT WHAT YOU LOVE

## 2011 CALIFORNIA COASTAL CLEANUP DAY SATURDAY, SEPTEMBER 17, 2011 9AM-NOON

Locate the Site  
nearest you!



**SUPPORT US  
IN STYLE.**

Buy a new WHALE TAIL® plate  
and support our  
conservation programs.

### INLAND SITES

- Artesia Transit Center
- Balboa Park
- Ballona Creek
- Ballona Wetlands
- Compton Creek
- Dominguez Channel
- Echo Park
- Ken Malloy Harbor  
Regional Park
- La Cienega and Pico
- Medea Creek
- Opp St and Leeds Ave
- Rio San Gabriel Park
- San Pedro
- Silver Lake
- Taylor Yard
- Tujunga Wash
- Wilmington Marinas

### BEACH SITES

- Abalone Cove
- Cabrillo State Beach
- Dockweiler State Beach
- El Matador
- Hermosa Beach
- Leo Carrillo
- Malaga Cove
- Malibu Lagoon
- Malibu/Surfrider
- Manhattan State Beach
- Playa Del Rey
- R.A.T. Beach
- Redondo Beach
- Robert Meyer Beach
- Santa Monica Beach
- Topanga State Beach
- Torrance County Beach
- Venice Beach
- White Point/Royal Palms
- Will Rogers State Beach

### DIVE SITES

- Leo Carrillo
- Malibu Pier
- Marina Del Rey
- Redondo Beach
- Santa Monica Pier

### KAYAK SITES

- Marina Del Rey
- Ballona Creek

### LONG BEACH SITES

- Alamitos Beach
- Belmont Plaza Beach
- Bluff Park Beach
- Colorado Lagoon
- Pierpoint Landing
- Mother's Beach

Come  
Prepared!

Out of Town?  
Text  
**GIVE2CCD** to  
**20222** now  
to donate \$5!

- ✦ Sign up online at [WWW.HEALTHEBAY.ORG/CCD](http://WWW.HEALTHEBAY.ORG/CCD)
- ✦ Print your LIABILITY WAIVER and PARKING PASS
- ✦ Wear protective clothing
- ✦ Don't forget closed-toed shoes to protect your feet
- ✦ Bring sunscreen, sunglasses and/or a hat
- ✦ Bring a reusable water bottle and we'll refill it
- ✦ Encourage friends and family to join you
- ✦ **Support the BYO Campaign: Bring your own reusable bag/bucket and gardening gloves to clean and reuse later**

### CALIFORNIA COASTAL CLEANUP DAY 2011 SPONSORS:



### LA COUNTY COASTAL CLEANUP DAY 2011 COORDINATORS:



**LOS ANGELES**

**CALIFORNIA**

**V 11,183**

**VOLUNTEERS**

**67,958 V**

**M 83**

**MILES CLEANED**

**1,562 M**

**T 44,039**

**POUNDS OF TRASH**

**676,768 T**

**R 1,268**

**POUNDS OF RECYCLE**

**115,773 R**



# Thank You

From Malibu to Compton, volunteers came out in force to help protect what they love!





Kayak, dive, beach and inland volunteers all came together to lend a hand!

# 66 sites, 3 hours - HUGE environmental impact



# Weighing In

With over 11,000 volunteers, we collected 22 tons of trash on Coastal Cleanup Day.



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Taylor Yard *p. 8, 13*  
Venice Beach *p. 24*  
WAYS *p. 4, 21, 23*  
Will Rogers State Beach *p. 24*

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Thank you to all the photographers who contributed their images for the  
2011 Coastal Cleanup Day wrap-up book.

Melissa Aguayo  
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Malibu Divers  
Amber Maron

Refugio Mata  
Edward Murphy  
Frankie Orrala  
Timothy Riese  
Dave Rumph  
Sarah Sikich  
David Weiner

*Do you want to be a photographer for Coastal Cleanup Day? Contact us at  
[www.healthebay.org](http://www.healthebay.org) or 310.451.1500*

Coming to a creek near you.



# CALIFORNIA COASTAL CLEANUP DAY

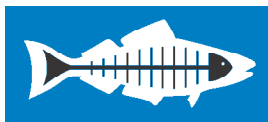
80% of the trash entering the ocean from California comes from sources on land. Please help save our coast and marine life.

**SIGN UP TODAY. FOR LOCATIONS AND TO VOLUNTEER: [COASTFORYOU.ORG](http://COASTFORYOU.ORG) OR (800) COAST 4U.**

Keep it clean. Bring gloves and a reusable bag or bucket.



CUT



Heal the Bay

# SAVE THE DATE: Coastal Cleanup Day September 15, 2012 9:00 a.m. - Noon

Postage  
Required

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