

DATE: July 23, 2010

CONTACT: Christine Commerce, Executive Director
(813) 960-5121

Think Globally, Act Locally

Volunteers are needed to spend a day at the beach on Sept. 25 for the 25th Annual International Coastal Cleanup in Hillsborough County.

The International Coastal Cleanup is the world's largest single-day volunteer effort to help protect the ocean and its wildlife. Each year nearly a half a million volunteers around the world spend a few hours removing trash and debris from beaches, lakes, rivers and other waterways.

Last year, more than 3,100 volunteers coordinated by Keep Hillsborough County Beautiful cleaned 110 miles and 435 acres of shoreline and collected almost 62,000 pounds of trash and 6,495 pounds of recyclables in Hillsborough County alone. Volunteers also found birds and fish entangled in fishing line.

"Our ocean is sick, and our actions have made it so. We simply cannot continue to put our trash in the ocean. The evidence turns up every day in dead and injured marine life, littered beaches that discourage tourists, and choked ocean ecosystems," said Vikki Spruill, president and CEO of Ocean Conservancy.

According to the data accumulated by the Ocean Conservancy, trash in the ocean kills more than one million seabirds and 100,000 marine mammals and turtles each year through entanglement and ingestion. In 2008, the Ocean Conservancy reported that volunteers found 443 ocean animals entangled in fishing line, plastic bags, six-pack holders and rope.

The event will take place from 8 a.m. to noon at locations throughout Hillsborough County. A list of these locations along with a registration form can be found at www.khcbonline.org closer to the event date. For more information on volunteering, becoming a site captain or sponsoring the event, contact KHCB at (813) 960-5121.

The event is sponsored locally by: AT&T, Covanta, Entrix Inc., Mosaic, Publix Super Markets, Inc., Tampa Bay Mariner's Club Inc., Tampa Bay Parrot Head Club, Tampa Hillsborough-County Expressway Authority, TECO Energy, Inc., The USAA Foundation, Wheelabrator McKay Bay

Diamond Partners: Board of County Commissioners, Hillsborough County Solid Waste Management Dept., Republic Waste Services