



The Marine
Mammal Center

News Release

Contact:

Jim Oswald – (415) 289-7341 oswaldj@tmmc.org
Mieke Eerkens – (415) 289-7367 eerkensm@tmmc.org

FOR IMMEDIATE RELEASE

September 17, 2008

Join The Marine Mammal Center for California Coastal Cleanup Day Saturday, September 20 at 9:00 A.M.

(SAUSALITO, Calif. –September 17, 2008) - The Marine Mammal Center welcomes the public to take part in the 24th Annual California Coast Cleanup Day, **Saturday, September 20 beginning at 9:00 a.m.** The Center will coordinate the cleanup at Rodeo Beach in the Marin Headlands just north of the Golden Gate Bridge and in the Golden Gate National Recreation Area. Rodeo Beach is one of 400 California beaches that the public will help rid of trash and debris that can be washed into the ocean and become a hazard to wildlife and humans.

Members of the public who would like to participate alongside the Center's volunteers and staff should arrive at the Rodeo Beach parking lot located at the end of Mitchell Road by 9:00 a.m. Participants should bring gloves and dress for the cool coastal weather. A free "thank you" barbecue for participants will be held afterwards at the Bay Model beginning at 12 p.m.

"An estimated 80% of marine debris comes directly from land. Wildlife can become entangled in or ingest trash that finds its way into the ocean," said Ann Bauer, Director of Education at The Marine Mammal Center. "We rely on the public to help clear Rodeo Beach and Lagoon of trash that could be swept into the ocean. Last year, thanks to the efforts of 157 wonderful local residents, we prevented 267 pounds of garbage and hundreds of cigarette butts from leaving the beach and entering the marine ecosystem."

California Coastal Cleanup Day is organized by the Ocean Conservancy and is a pinnacle of the California Coastal Commission's year-round Adopt-A-Beach program. This year, volunteers will span 1,100 miles of California coastline cleaning debris along beaches and in many of the bays, creeks, rivers, marshes and lakes where trash and debris may enter into the Pacific Ocean. For more information on Coastal Cleanup, go to www.coast4u.org or call 1-800-coast-4-u. For more information about the Rodeo Beach cleanup, call The Marine Mammal Center at (415) 289-7330.

About The Marine Mammal Center:

Headquartered in the Golden Gate National Recreation Area in Sausalito, California, The Marine Mammal Center is a nonprofit veterinary hospital, research and educational center dedicated to the rescue and rehabilitation of ill and injured marine mammals - primarily elephant seals, harbor seals and California sea lions - and to the study of their health. Patients that become healthy again are released back to the ocean. Since 1975, the Center has rescued and treated more than 13,000 marine mammals and has accumulated a body of knowledge about marine mammal and ocean health from its patients. By educating the public about marine mammals, the Center hopes to foster ocean stewardship and conservation. For more information, visit www.marinemammalcenter.org

###