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Join The Marine Mammal Center for California Coastal Cleanup Day Saturday, September 15 at 9:00 A.M.

Nearly 80 percent of trash found in the ocean comes from land-based sources

(SAUSALITO, Calif. – September 14, 2007) - The Marine Mammal Center invites the public to take part in the 23rd Annual California Coast Cleanup Day, **Saturday, September 15 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 harmful to wildlife and to 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. and is sponsored by the Bay Model Association and the Sausalito Lion's Club.

"We rely on the public to help keep Rodeo Beach clean because any debris can be swept back into the ocean and pose a hazard for marine mammals," said Ann Bauer, Director of Education at The Marine Mammal Center. "Last year, thanks to local greater Bay Area residents, we removed 70 pounds of trash and hundreds of cigarette butts from the beach."

California Coastal Cleanup Day is organized by the Ocean Conservancy and is the highlight 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. Once patients are healthy, they are released back to the ocean. Since 1975, the Center has rescued and treated thousands upon thousands of 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.

On the web: www.marinemammalcenter.org

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