



The Marine  
Mammal Center®

## News Release

FOR IMMEDIATE RELEASE:

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### **The Marine Mammal Center Leads Annual Coastal Cleanup Day at Rodeo Beach on September 17, 2011**

(SAUSALITO, Calif. – September 9, 2011) – Residents and visitors looking to do something positive for the environment while enjoying the beauty of the Marin Headlands, can participate in The Marine Mammal Center’s Annual Coastal Cleanup Day activities at Rodeo Beach on September 17 beginning at 9 am. Sponsored by Oracle, participants are asked to bring their own gloves and wear comfortable shoes or boots. The Center will supply bags and instructions on how to catalog what is found on the beaches. After the cleanup, participants can enjoy FREE Docent-led tours and Family Fun Day activities at The Marine Mammal Center. The Rodeo Beach cleanup, which the Center has lead for more than 20 years, is in conjunction with the California Coastal Commission’s 27<sup>th</sup> Annual California Coastal Cleanup Day.

“Ocean stewardship is perhaps most directly demonstrated by participating in beach and waterway cleanups where you live and is a big step in the right direction for helping marine mammals and the ocean,” said Dr. Jeff Boehm, executive director of The Marine Mammal Center. “But, it takes more than cleaning a beach one day out of the year to truly be an ocean steward – we have to make change in our daily routines and habits which should include properly disposing of our trash and finding new ways to lessen our impact on the oceans and its inhabitants. As soon as we begin to care, we can tackle the problem of how to eliminate ocean trash, together.”

Last year in Marin County, more than 2,000 Coastal Cleanup participants removed 7,249 pounds of trash and 1,213 pounds of recyclables from 131 miles of coast according to representatives from the Bay Model Visitor Center. At Rodeo Beach alone, 165 volunteers removed 164 pounds of trash and 8 pounds of recyclables and they even collected over 700 plastic bags. Statewide, over 82,500 volunteers removed more than 1.2 million pounds of trash and recyclables from beaches, lakes and waterways. According to the California Coastal Commission, when combined with the International Coastal Cleanup, organized by the Ocean Conservancy and taking place on the same day, the California Coastal Cleanup Day becomes part of one of the largest volunteer events in the world.

Kid and adults who help clean Rodeo Beach during the morning, are invited to The Marine Mammal Center for Family Fun Day activities and to enjoy FREE Docent-led tours of the Center as well as the ocean trash art exhibit: *Washed Ashore: Plastics, Sea Life and Art*. Tour times are: 11 am, 1 pm and 3 pm. In addition, special classroom activities at 12 and 2 pm will highlight the wonders of marine mammals and their ocean environment, an ocean trash note card art station will bring out kids’ inner Picasso, and passport stations will reveal fun facts and figures about marine mammal natural history. Each participant will also receive a FREE, reusable Marine Mammal Center Chico bag.

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### **Coastal Cleanup Day at The Marine Mammal Center at a Glance:**

- 9 am – Sign in with The Marine Mammal Center at the Rodeo Beach parking lot.
- 12 pm – Beach cleanup finishes.
- 12:30 pm – The Marine Mammal Center scheduled to release rehabilitated sea lion(s) back to the ocean at Rodeo Beach. (Subject to change, pending patients' status)
- 1 pm – 5 pm – Family Fun Day activities throughout the afternoon.

### **To register for beach cleanup at Rodeo Beach with The Marine Mammal Center, go to:**

<http://www.marinemammalcenter.org/Get-Involved/events/#cleanup> or come to the beach by 9 a.m.

### **Facts about trash:**

Americans use approximately 1 billion disposable shopping bags, creating 300,000 tons of landfill waste each year. (Clean Air Council. (2009, May). *Why Plastic Bag Fees Work.*)

The average American produces about 4.4 lbs. of garbage a day, or a total of 29 lbs. per week and 1,600 lbs. a year. (Environmental Protection Agency. (2009).<http://www.epa.gov/epawaste/nonhaz/municipal/pubs/msw2009-fs.pdf>)

Every year, Americans throw away enough paper and plastic cups, forks, and spoons to circle the equator 300 times. (Wills, A. (2010, June 21). *Recycling To-Go Plastics.*, from <http://earth911.com/news/2010/06/21/recycling-to-go-plastics>)

### **Tips:**

**Rethink** your consumer purchases. **Reduce** the amount of waste you produce. **Reuse** your own water bottle, coffee mug, silverware and bags. **Recycle** all aluminum, glass, paper and plastic products.

**Reinvent** trash by making it into art or functional items. **Refuse** single-use plastics -- buy in bulk and bring your own containers.

### **About The Marine Mammal Center:**

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. Since 1975, the Center has been headquartered in the Marin Headlands, within the Golden Gate National Parks and has rescued and treated more than 17,000 marine mammals. The Center's newly rebuilt headquarters in Sausalito is open to the public daily 10 a.m.-5 p.m. except for Thanksgiving, Christmas and New Year's Day. Admission is FREE. For more information and to sign up for the Center's eNewsletter, go to: [www.MarineMammalCenter.org](http://www.MarineMammalCenter.org)

*The Marine Mammal Center thanks Oracle for sponsoring this year's Coastal Cleanup at Rodeo Beach and Family Fun Day Activities.*

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