



For Immediate Release

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Santa Monica Bay Restoration Foundation Hosts Only KAYAK Coastal Cleanup Day Event on Sept. 21 in Marina del Rey

Los Angeles, CA (Aug. 29, 2013) – On Saturday, September 21, from 9:00am – 12:00pm, the Santa Monica Bay Restoration Foundation (SMBRF) will host its 9th Annual Marina del Rey **Kayak** Cleanup Day Event as part of the greater annual Coastal Cleanup Day (CCD) which draws over 14,000 volunteers from across Los Angeles County to hundreds of events. As the only **kayak** cleanup site, the SMBRF event is hugely popular each year and books up early.

The SMBRF has already committed all its *donated* kayaks and stand-up-paddle (SUP) boards (72 total) to early sign-ups, but encourages all eager volunteers to come and participate with their own (or rented) kayak, SUP board, or boat. SMBRF will provide small nets for volunteers to pick up trash from the ocean. For questions on signing up with your own kayak, or being added to the wait list, please contact Victoria Ippolito, CCD coordinator, vippolito@santamonicaabay.org.

Last year, the SMBRF kayak event drew 160 volunteers and collected 158 pounds of trash and 33 pounds of recyclables. The goal of SMBRF's kayak clean-up is to change people's behavior and habits so that they will recycle more, use less plastic (i.e. zero waste lunches, packaging, etc.), and help protect the benefits and values of Santa Monica Bay and our coastal ocean.

Coastal Cleanup Day is an international event with over 90 countries around the world participating, making it one of the largest volunteer efforts on the planet. It began 1985 as a way to combat the increasing marine debris along our shorelines. California Coastal Cleanup Day is coordinated in Los Angeles County by Heal the Bay in conjunction with the California Coastal Commission (statewide) and the Los Angeles County Department of Beaches & Harbors.

SMBRF event sponsors include Pacific Mariners Yacht Club, UCLA Marina Aquatic Center, REI, Marina Harbor Anchorage, and Pro SUP Shop. Marina del Rey Outrigger and Canoe Club will be providing land-based volunteers.

The post-event celebration at the Pacific Mariners Yacht Club will feature lunch donated by Chipotle—an SMBRF certified Clean Bay Restaurant—and raffle prizes provided by Arbor Collective, Cheesecake Factory, The Counter Burger, and REI.

www.SantaMonicaBay.org



bay restoration foundation
STEWARDS OF SANTA MONICA BAY

About Santa Monica Bay Restoration Foundation (SMBRF)

The SMBRF is a 501(c) 3 non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay (from the LA-Ventura county line to the Palos Verdes Peninsula) and local coastal waters. The Foundation is the non-profit partner of the Santa Monica Bay Restoration Commission, raising and expending funds for research, education, planning, cleanup efforts and other priorities identified in the Commission's *Santa Monica Bay Restoration Plan*. As advocates for the Bay, SMBRF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and scientists, to implement innovative policies and projects that clean up the waterways, create green spaces and natural habitats in the Los Angeles region. (www.santamonica.org)

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