



FOR IMMEDIATE RELEASE
June 6, 2008

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MEDIA ADVISORY

WORLD OCEAN DAY BEACH & KAYAK CLEANUP AT LA JOLLA SHORES
Tour of Our Local Marine Protected Areas

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- WHAT:** World Ocean Day Beach & Kayak Cleanup
Guided Tour of La Jolla Shores Areas of Special Biological Significance (ASBS)
- WHO:** San Diego Coastkeeper Marine Conservation Director Kate Hanley, San Diego Coastkeeper Volunteer Coordinator Sarah Blakeslee and San Diego Coastkeeper volunteers.
- WHEN:** **Sunday, June 8, 2008**
Kayak Water Cleanup 8:45am
Beach Cleanup 9:00-11:00am
ASBS Tour 10:00am
- WHERE:** La Jolla Shores Beach
La Jolla, CA
- Beach Cleanup - meet at La Jolla Shores Beach by the lifeguard station.
Kayak Cleanup - meet at Avenida De La Playa near the boat launch.
ASBS Tour - meet at La Jolla Shores Beach by the lifeguard station.
- WHY:** On June 8th of each year, many countries and people celebrate World Ocean Day to raise awareness of our ocean and our connection to the sea. San Diego Coastkeeper is hosting a beach and kayak cleanup in an effort to demonstrate actions that we can take in our community to prevent plastic debris and trash from entering the ocean.

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ABOUT SAN DIEGO COASTKEEPER

San Diego Coastkeeper protects the region's bays, beaches, watersheds and ocean for the people and wildlife that depend on them. We balance community outreach, education and advocacy to promote stewardship of clean water and a healthy coastal ecosystem.

MEDIA NOTE: In addition to the beach and kayak cleanup, San Diego Coastkeeper will be leading a guided tour of our local Marine Protected Areas and Areas of Special Biological Significance. For information about San Diego Coastkeeper's Marine Conservation Initiative contact Kate Hanley at (619) 758-7743, ext. 110. For information on our Volunteer Program contact Sarah Blakeslee at (619) 758-7743, ext. 115.