



FOR IMMEDIATE RELEASE
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City of San Diego Celebrates 20th Anniversary of Think Blue on Coastal Cleanup Day

**MAYOR GLORIA LED OCEAN BEACH CLEANUP EVENT & ENCOURAGED
SAN DIEGANS TO HELP STOP POLLUTION AND PROTECT LOCAL
WATERWAYS BY THINKING BLUE**

SAN DIEGO – With the goal of ensuring clean water and clean beaches for all San Diegans and visitors, the City of San Diego and local nonprofit organizations today hosted a series of cleanup and educational events throughout the city to celebrate the 37th annual California Coastal Cleanup Day and the 20th anniversary of [Think Blue San Diego](#) – one of the City’s longest-running and most successful public outreach campaigns.

“I want to thank the hundreds of volunteers who celebrated California Coastal Cleanup Day by doing their part to protect our water quality, communities and wildlife,” said Mayor Todd Gloria. “Clean water and clean beaches are only possible through a clean stormwater system. If we each do our part, we can create a better San Diego for all of us.”

Think Blue’s main event in Ocean Beach featured a cleanup with Mayor Gloria, City Council President Jennifer Campbell and other dignitaries thanking volunteers for taking part in the cleanup organized by [I Love A Clean San Diego](#), which leads local efforts for Coastal Cleanup Day.

I Love A Clean San Diego has been the host of San Diego County’s Coastal Cleanup Day for nearly four decades. Each year volunteers remove half a million pounds of trash and debris from neighborhoods, creeks, canyons and the coastline.

“We’re pushing hard every day to create a zero waste, litter-free and environmentally engaged region,” said Len Hering, I Love A Clean San Diego’s Executive Director. “But we can’t do that alone. It’s going to take all of us to make sure that we create a cleaner San Diego now and for future generations.”

San Diego is defined by the natural beauty of its beaches and coastal waters, and keeping those precious resources clean, safe and healthy is the mission of Think Blue San Diego. Clean water and clean beaches are made possible by clean stormwater, so Think Blue relaunched its public outreach and education campaign to inform San Diegans about the importance of stormwater operations to our quality of life. Implementing innovative, proactive steps to stop pollution before it gets into the storm drain system helps protect our fellow San Diegans and local wildlife.

Think Blue collaborated with other nonprofits throughout the region, including [The San Diego River Park Foundation](#) for a cleanup in the Mission Valley Preserve, [Wildcoast](#) to kick off Tijuana River Action Month with a cleanup in the Tijuana River Valley, and [Coastkeeper](#) for its annual Ride the Tide bike tour in University City to highlight watershed dynamics and other water issues.

What others are saying:

Dr. Jennifer Campbell, City Council President, District 2:

“As the representative of many of San Diego’s beaches and bays, I know firsthand the importance of events like the California Coastal Cleanup Day. Thank you to everyone who pitched in, picked up and worked hard to keep San Diego beautiful.”

Raul Campillo, City Councilmember, District 7:

“The health of our coastlines is directly connected to the health of the rivers that flow to the ocean. On behalf of my constituents who live along the San Diego River in Mission Valley, I want to thank Think Blue San Diego and I Love A Clean San Diego for protecting the environment right in their backyards.”

Marni von Wilpert, City Councilmember, District 5:

“It’s fantastic to see so many people and great organizations come together for a huge cleanup event like today. Pollution in our bays, beaches and watersheds are a threat to our quality of life in San Diego. It is critical that we make significant investments in our historically underfunded stormwater system, so it continues to be safe and reliable for generations to come.”

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