



**Audubon Society
of Rhode Island**

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Image attached

FOR IMMEDIATE RELEASE

Audubon Society of Rhode Island
International Coastal Cleanup 2010
Local Cleanup Mirrors Worldwide Effort

(August 30, 2010) – Audubon Society of Rhode Island invites volunteers to participate in the annual International Coastal Cleanup on Saturday, September 25, 2010, at beaches around the state. Organized internationally by the Ocean Conservancy and locally by Audubon, volunteers at this event not only clean up the trash that litters our shores but also document what they find, tallying each piece of trash picked up. This data draws attention to debris in marine waters as well as freshwater tributaries, and provides background for policy decisions on issues such as beach smoking, recycling, and fisheries and wildlife management.

“The recent tragedy of the oil spill in the Gulf of Mexico has brought into focus the impact that our actions have on the ocean,” said Audubon’s Executive Director Lawrence Taft. “The International Coastal Cleanup is a chance to show that we care and will do something about trash in our marine waters. In just a few hours last year, over 2000 volunteers removed more than 22,000 pounds of trash from the Rhode Island shore. The data we collect helps to document the problem and provides a way to take action and raise awareness.”

International Coastal Cleanup is the world's largest volunteer effort to help protect our ocean, lakes and rivers. Since the Cleanup began, over 7.8 million volunteers worldwide have removed over 135 million pounds of trash from shores across the planet. Ocean Conservancy uses the data collected on the cleanup to produce an annual country-by-country, state-by-state

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index of the problem of marine debris. Audubon Society of Rhode Island has led the International Coastal Cleanup for Rhode Island since 1985.

Contact July Lewis at 401-949-5454 x3044 or jlewis@asri.org to find a beach cleanup near you, or search the International Coastal Cleanup global map at www.oceanconservancy.org. (*A list of beach cleanups is attached.*)

The 2010 International Coastal Cleanup in Rhode Island is sponsored by Dunkin' Donuts, The Ocean Conservancy, UNFI, and Washington Trust.

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