

## Keep Martin Beautiful Seeks Volunteers For Worldwide Coastal Cleanup

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**More than half a million people around the world to participate in International Coastal Cleanup on 9/19**

The 2015 International Coastal Cleanup (ICC) is right around the corner and Keep Martin Beautiful (KMB) is encouraging residents to join the community by taking action to help improve the quality of our beaches and waterways.

Approximately 560,000 volunteers from more than 100 nations around the world come together on a single day to participate in the waterway cleanup. Spearheaded globally by the Ocean Conservancy and coordinated locally by Keep Martin Beautiful (KMB), this year's International Coastal Cleanup will take place on **Saturday, September 19, 2015 from 8:00 AM to 11:00 AM.**

"The volunteers who participate in this cleanup each year are a dedicated and passionate group. From every walk of life, young and old, they are the quiet heroes in Martin County and the real protectors of our beaches and waterways," said Craig Ahal, KMB president. "It is always inspiring to go to different sites during this coastal cleanup and see the mass of people with garbage bags, gloves, pick up sticks and data cards, combing the coastal waterfront and beaches and removing debris that can cause harm to marine life. It's an important task and wouldn't happen without the support of our volunteers."

The cleanup efforts are a vital part of motivating people to do something tangible in their community - to remove trash and debris from beaches and waterways. More importantly, the cleanup educates people to become aware of the problems associated with litter and challenges citizens to change the behaviors that cause the pollution in the first place. Last year, over 2,000 KMB volunteers removed more than 41,000 pounds of litter and marine debris from our shorelines.

"Every piece of trash that is picked up during the cleanup should be a challenge for change," said Allison Schutes, marine debris specialist of Ocean Conservancy's Trash Free Seas program. "The trash that tops our top 10 list every year - things like cigarette butts, bags and bottle caps - include disposable plastics meant for one-time usage. These items simply do not belong in our natural environment."

Groups and individuals are welcome to join the cleanup effort at Stuart Beach, but KMB encourages volunteers to sign up in advance to clean the beach or waterway of their choice to ensure clean waterways all over Martin County. All volunteers are invited to attend a

volunteer appreciation party at Stuart Beach from 10:00 AM to 12:00 PM to thank volunteers, sponsors and community supporters. The event will feature food, drinks and family friendly activities.

Keep Martin Beautiful thanks the generous sponsors and community supporters of the 2015 International Coastal Cleanup, which include: Amerisweeps; Captec Engineering; Cook Electric; Firefly; FPL; Indiantown Co-Generation; Jenkins Landscape; Kohl's; Martin County Solid Waste; Organic Laboratories; Pineapple Cove Apartments; R3 Recycling; Ram Realty; Sailor's Return; Wallace Nissan; and Whitarcar Boat Works.

### What Volunteers Need to Know

- The International Coastal Cleanup targets waterways throughout Martin County, from Lake Okeechobee to the Atlantic Ocean and everything in between
- Pre-registration is highly recommended to ensure volunteers are assigned to areas most in need
- Volunteers who do not pre-register can join Keep Martin Beautiful at Stuart Beach on the morning of the cleanup
- The unique data gathering feature of this cleanup records every piece of litter collected
- Volunteers should wear closed-toed shoes
- Participants will be provided with water and cleanup supplies, as well as a complimentary T-shirt (while supplies last)

For more information about the 2015 International Coastal Cleanup, or to register your family, business, civic or school group, contact KMB at 772-781-1222 or [info@keepmartinbeautiful.org](mailto:info@keepmartinbeautiful.org).



The Keep Martin Beautiful (KMB) Board Members and Sponsors are excited for the 2015 International Coastal Cleanup, but they need your help! For more information, or to register contact KMB at 772-781-1222 or [info@keepmartinbeautiful.org](mailto:info@keepmartinbeautiful.org).

### About Keep Martin Beautiful

Keep Martin Beautiful (KMB) is a 501(c)(3) nonprofit community organization founded in 1994 as an affiliate of Keep America Beautiful. Its mission is to preserve and enhance the quality of life in Martin County through litter prevention, the promotion of recycling, improvement of solid waste management practices, and beautification and community revitalization activities. KMB signature events and programs include the annual Environmental Stewardship Awards, the International Coastal Cleanup, the Great American Cleanup, the Adopt-A-Road and Adopt-A-Street programs, and other educational and outreach activities. Find KMB on Facebook at [facebook.com/KeepMartinBeautiful](https://www.facebook.com/KeepMartinBeautiful), follow KMB on Twitter at [twitter.com/KMBmartin](https://twitter.com/KMBmartin), visit [KeepMartinBeautiful.org](http://KeepMartinBeautiful.org) or call 772-781-1222.