



FOR IMMEDIATE RELEASE

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Keep Martin Beautiful calls for residents to take action, clean local waterways

Volunteers asked to join hundreds of thousands of people around the world for Trash Free Seas this September during the International Coastal Cleanup



Keep Martin Beautiful board members and International Coastal Cleanup community sponsors join together to promote the 2013 event which strives to create trash free seas throughout Martin County.

Palm City, Fla. – The state of our river has left many residents of Martin County feeling helpless and looking for ways to get involved. With the 18th annual Keep Martin Beautiful International Coastal Cleanup right around the corner, this is the perfect opportunity for the community to take play a role in helping our ocean and waterways.

Annually, approximately 300,000 volunteers from more than 90 nations throughout 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, this year's International Coastal Cleanup will take place on Saturday, September 21 from 8 a.m. to noon.

“The volunteers who donate their time to participate in this cleanup each year are a special group of people. They are the unsung heroes of Martin County and the real stewards of our beaches and

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waterways,” said Rob Ranieri, Keep Martin Beautiful Executive Director. “We are always so inspired by citizens from all walks of life who come together during this once-a-year cleanup event and join forces to improve the condition of our beaches and waterways.”

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, Keep Martin Beautiful’s local efforts resulted in nearly 2,100 volunteers removing more than 29,000 pounds of litter and marine debris.

“Every piece of trash that is picked up during the Cleanup should be a challenge for change,” said Nicholas Mallos, 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 volunteer to sign up in advance to clean the beach or waterway of their choice to ensure clean waterways all over Martin County. Immediately following the cleanup event, KMB, in partnership with the City of Stuart, will gather for a volunteer celebration at Flagler Park in Downtown Stuart 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 2013 International Coastal Cleanup, which include: Florida Inland Navigation District, Martin County Solid Waste Division, TD Bank, Publix, Southern Eagle Distributing, The Firefly Group, Treasure & Space Coast Radio, AgTec, Waste Management, CAPTEC Engineering, Gran Park Storage, Kohls, Port Salerno Commercial Dock Fishing, Archer Western, Culpepper and Terpening, FPL, Sailor’s Return, Seacoast National Bank, Wallace Automotive, Forest Hills Funeral Home, Carson’s Tavern, Ecological Associates, AmeriSweeps, Cook Electric, Inc., NisAir, Waste Pro, Whiticar Boat Works, Martin Downs Animal Hospital, Impressive Click, Scripps Treasure Coast Newspapers, Lowe’s Jensen Beach, Peter’s Hardware and the City of Stuart.

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 pi
- 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 2013 International Coastal Cleanup, or to register your family, business, civic or school group contact Keep Martin Beautiful at (772) 781-1222 or info@keepmartinbeautiful.org.

About Keep Martin Beautiful

Keep Martin Beautiful is a 501(c) (3) non-profit 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, 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 Ceremony, International Coastal Cleanup, Great American Cleanup, Adopt-A-Road program, Adopt-A-Street program and other educational and outreach activities. Find KMB on Facebook at www.facebook.com/KeepMartinBeautiful, follow KMB on Twitter at www.twitter.com/KMBmartin or visit www.keepmartinbeautiful.org.

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