

**FOR IMMEDIATE RELEASE****KIDS OCEAN DAY AND THE GREAT PACIFIC GARBAGE PATCH CALLS OVER 6,300 L.A. AREA CHILDREN AND TEACHERS TO CLEAN-UP DOCKWEILER STATE BEACH AND FORM A MASSIVE TALKING FISH THAT SAYS, “KELP US!”**

Photo Credit: Malibu Foundation / Spectral Q / Photographer Megan Goedewaagen

**PLAYA DEL REY, CA (June 2, 2011)**—Confirming their commitment to protecting marine life, over 6,300 area students, teachers and volunteers participated in the 18th Annual Adopt-A-Beach Clean-Up and formed a TALKING FISH to direct our focus on the impact of litter in the ocean. The Malibu Foundation for Environmental Education, the California Coastal Commission, the City of Los Angeles and Keep Los Angeles Beautiful are hosting the event.

The day’s activities began with a program kick-off involving dignitaries, including: Michael Klubock of the Malibu Foundation for Environmental Education; Cynthia M. Ruiz of the City of Los Angeles Board of Public Works and Keep Los Angeles Beautiful; Adel Hagekhalil of the City of Los Angeles Bureau of Sanitation, Captain Charles Moore, Founder of the Algalita Marine Research Foundation and Jody Che, Marketing & PR Manager, Miss Me for a check presentation. Students picked up trash at the beach, and capped the day by forming a TALKING FISH that said, “KELP US.” The message made the connection between the health of ocean animals and human activity. Fatima Martinez from Camino Nuevo-Harvard Charter School designed the Fish for the aerial art. Samuel Spence and Asa Cusick from Environmental Charter Middle school wrote the words.

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“Kids Ocean Day serves as an annual call to recognize the far reaching consequences of urban litter and the work needed to restore and preserve the world's oceans for our future,” said Cynthia M. Ruiz, president for the Board of Public Works. “For the City of Los Angeles, the imperative is to reach out to as many students as possible to encourage personal responsibility and volunteer actions that help sustain the health of the ocean and environment.”

“Clean beaches and clean seas are in everyone’s best interest,” said Peter Douglas, Executive Director of the California Coastal Commission. “The Commission has long been a leader in helping students of all ages learn about threats to our beaches and ocean. By cleaning beaches and giving a voice to ocean inhabitants, students up and down the state are putting into action what they’ve learned about the importance of clean seas. They remind us that each of us must do our part to care for the ocean, and that it’s time we stop dumping garbage where it ends up on our beaches and in the ocean.”

The Malibu Foundation for Environmental Education’s founder and executive director Michael Klubock, said, “The over 6,300 people here today were connected to the beaches and oceans by their participation at Kids Ocean Day. Through our program’s efforts, the students learned how their actions make a very powerful impact on the world.” He added, “Through our aerial artwork, the kids are also provided a moment to share this connection with the world. They definitely made a statement about their commitment to the environment.”

Kids Ocean Day benefited from a recent donation from Miss Me. Funds were used to pay for school assemblies and over 40 buses that brought children to Dockweiler State Beach. Whole Foods Market provided lunch for all the volunteers. Kids Ocean Day is celebrated at six locations along the California coast, extending from Humboldt County to San Diego. Friends of the A1A Coastal Byway in Marineland, Florida are conducting Kids Ocean Day Florida. Kids Ocean Day honors World Oceans Day that will be celebrated globally on June 8.

About Malibu Foundation

The Malibu Foundation for Environmental Education coordinates Kids Ocean Day for the Los Angeles region by giving presentations year round at the schools and organizing the annual culminating event at the beach. Founded in 1991, the Malibu Foundation for Environmental Education’s Adopt-A-Beach School Assembly has been presented to almost 650,000 children; nearly 107,000 have participated in the annual clean-up. For more information, please visit [www.malibufoundation.org](http://www.malibufoundation.org) and [www.kidsoceanday.org](http://www.kidsoceanday.org).

About California Coastal Commission

The California Coastal Commission is the statewide coordinator of the Kids’ Adopt-A-Beach Cleanup, the year-round Adopt-A-Beach program, and Coastal Cleanup Day. All of these programs are funded by the generous support of the Whale Tail License Plate Fund. Over 197,000 plates have been sold since 1996, raising nearly \$17.5 million dollars for marine education and protection. For more information about the California Coastal Commission’s programs and how to buy a Whale Tail Plate, call (800) COAST-4U or visit [www.coastforyou.org](http://www.coastforyou.org).

About City of Los Angeles Stormwater Program

The Watershed Protection Division, founded in 1990, is part of the City of Los Angeles Department of Public Works, and is responsible for the development and implementation of stormwater pollution abatement projects within the City. The Stormwater Program has two major elements — pollution

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abatement and flood control and its mission is to protect the beneficial uses of receiving waters while complying with all flood control and pollution abatement regulations. Stormwater pollution prevention is a team effort. Visit [www.lastormwater.org](http://www.lastormwater.org) or [www.facebook.com/LAStormwaterProgram](https://www.facebook.com/LAStormwaterProgram).

About Board of Public Works

Since 1906, the Department of Public Works has led the way to advance and establish a vital foundation of infrastructure, facilities, resources and services that enable the City of Los Angeles to be an international economic engine that enables access to world markets and serve more than four-million residents in a 468 square mile geographic area. For more than 100 years, as the city has grown to be the second largest in the nation, the Department of Public Works has met federal, state and local regulations, and focused on resolving the infrastructure issues and challenges that invisibly but critically manifest themselves as uninterrupted everyday conveniences. The results have been safety and security, economic growth, enhanced quality of life and environmental protection. With resources from the Bureaus of Contract Administration, Engineering, Sanitation, Street Lighting and Street Services, and the Office of Community Beautification, the Department of Public Works delivered accomplishments and long-term value in infrastructure projects and programs. For more information, visit <http://dpw.lacity.org/>

About Keep Los Angeles Beautiful

Keep Los Angeles Beautiful, established in 2007, is a citywide volunteer-based community improvement and education campaign affiliated with Keep America Beautiful to engage residents, businesses and local government in programs that prevent litter and promote the reduction of waste through reuse and recycling, and beautification projects. Through public-private partnerships and strategic alliances, Keep Los Angeles Beautiful mobilizes thousands of volunteers to clean up, beautify and improve their neighborhoods, upholding quality of life and protecting community environments in the City of Los Angeles. For more information, visit [www.laocb.org](http://www.laocb.org).

About the Aerial Art

John Quigley, world-recognized aerial artist, will be creating the image. Visit him at [www.spectralq.com](http://www.spectralq.com) and [www.oceanday.net](http://www.oceanday.net).

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