

FOR IMMEDIATE RELEASE

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2010 JACKSONVILLE COASTAL CLEANUP A SUCCESS ***Event was a huge success thanks to local volunteers***

JACKSONVILLE, Fla., Oct. 8, 2010 – The Jacksonville Coastal Cleanup, a city-wide volunteer cleanup hosted by the City of Jacksonville on Saturday, Sept. 25, was a great success.

The City of Jacksonville's Clean it Up, Green it Up/Keep Jacksonville Beautiful initiative invited residents to participate in the 2010 Jacksonville Coastal Cleanup event providing volunteers with an opportunity to help beautify the city's shorelines as part of the Ocean Conservancy's 25th Annual International Coastal Cleanup.

Individual residents, families, students, scouts, businesses and other organizations spent time in the morning collecting litter. Together, 922 volunteers contributed 1,817.5 hours, and collected 21,060 pounds of bagged litter— more than 10 tons! The volunteers collected 109 tires.

Since 1999, 4,972 event volunteers have logged 11,293.25 hours and have collected 149,060 pounds of litter through this annual event. The miscellaneous/ heavy items collected are not included in the weight.

Worldwide, thousands volunteered in collecting millions of pounds of litter and debris on inland roadsides, coastal areas, inland lakes and rivers. Jacksonville volunteers clean and protect the environment by eliminating debris that injures wildlife, contaminates beaches and waterways, and threatens boater safety.

Spearheaded by the City's Environmental and Compliance Department /Clean It Up, Green It Up and the Keep Jacksonville Beautiful Commission, the event is a partnership with the Department of Recreation and Community Services, the Department of Public Works/Solid Waste Division and Public Information. Henry Schein, Inc. provided ICC water bottles for the volunteers. Southland Waste provided recycling bins for the site captains. Waste Pro of Florida provided roll-off dumpsters. Florida Inland Navigation District provided t-shirts for the volunteers.

Cleanup sites were staffed by Mayport & NAS Naval Station personnel; Beaches Sea Turtle Patrol, Florida Coastal School of Law students, Jacksonville Reef Research Team; WJCT staff; Henry Schein, Inc.; "Friends of the Park"; Keep Jacksonville Beautiful Commissioners, the St. Johns Riverkeeper volunteers and Lincoln Villa Community Association NW.

This event is sponsored by the Ocean Conservancy and the City of Jacksonville's Keep Jacksonville Beautiful. Sponsors for 2010 Waste Management, Paper Retriever Recycling, Budweiser/River Network, Home Depot Foundation, Florida Department of Transportation, Bank of America, APAC of Florida, Republic Services-Southland Waste Systems, CITI Bank, J.B. Coxwell Contracting, Inc., Hubbard Construction Company, Folio Weekly, WJCT, Waste Pro of Florida, Inc., Clara's Tidbits Restaurant & Catering, Grower's Alliance Coffee, All Wet Sports, Publix Super Markets Charities, Winn Dixie Stores, Coca Cola, Renda Broadcasting, Keep America Beautiful, Jim Draper Studio, The Doctor's Opinion vocal band. Henry Schein, Inc., and Florida Inland Navigation District. For more information about our sponsors visit www.coj.net, search KJB.

For more information about the event, visit www.coj.net key words: *Florida Coastal Cleanup*.

International Coastal Cleanup Record

1999-2010

Totals do not include miscellaneous or heavy items.

Year	Volunteers	Volunteer Hours	Bags of Litter	Pounds of Litter
1999	219	657	224	4,480
2000	415	1,175	727	14,540
2001	146	412	226	4,520
2002	417	1,036	1,777	35,540
2003	361	969	357	7,140
2004	306	709	225	4,500
2005	238	669	344	6,880
2006	328	545	436	8,720
2007	460	822.5	723	14,460
2008 (rain)	573	1,288.25	817	16,340
2009	587	1,193	544	10,880
2010	922	1,817.5	1,053	21,060
Total	4,972	11,293.25	7,453	149,060