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FOR IMMEDIATE RELEASE

Trash Travels – Registration is Open for the 2018 Keep Pennsylvania Beautiful International Coastal Cleanup

(September 13, 2018) – Registration is open for the 2018 Keep Pennsylvania Beautiful International Coastal Cleanup. Keep Pennsylvania Beautiful invites Pennsylvania residents, civic organizations and businesses to coordinate a cleanup or join an existing cleanup, as part of the 2018 International Coastal Cleanup (ICC).

All cleanup sites, land or water, are eligible. A significant portion of waterway pollution originates on land. When it rains, trash on sidewalks and streets accumulates in the gutter and is swept into storm drains. Most storm drain systems discharge directly into the nearest creek or river, eventually flowing to the ocean taking all the trash with it.

“Cleaning up your local park or street that you live on might seem unrelated to healthy waterways, especially when there isn’t any water in sight, but I think we have all seen litter blocking storm drains. Cleaning up that litter before it has a chance to be washed down any storm drain or blown into any creek will significantly reduce the amount of trash that reaches our oceans,” explained Shannon Reiter, President of Keep Pennsylvania Beautiful. “Please do your part and join us in a cleanup this fall.”

The International Coastal Cleanup is the world’s largest volunteer effort to improve the health of our oceans. International Coastal Cleanup Day will be held on Saturday, September 19, however, **ICC events can be held from September 1st through October 31st**. Gloves and bags are available for registered events while supplies last. For questions regarding the International Coastal Cleanup, please contact Michelle Dunn, Keep Pennsylvania Beautiful’s International Coastal Cleanup Coordinator, at 1-877-772-3673 Ext. 113 or mdunn@keeppabeautiful.org.

The Ocean Conservancy’s annual International Coastal Cleanup engages hundreds of thousands of volunteers from around the world to remove millions of pounds of plastics and debris from beaches, lakes and waterways. This event has grown to include participation by all 50 states and U.S. territories and 90 countries with the number growing each year. Keep Pennsylvania Beautiful is proud to coordinate this effort in Pennsylvania. **In 2017, nearly 14,000 volunteers from 35 counties canvassed their communities to remove 861,655 pounds of trash and debris from Pennsylvania’s lands, waterways and coastal regions during the International Coastal Cleanup event.**

Cleanup tools and resources to help organize a safe and successful cleanup can be found [here](#).

About Keep Pennsylvania Beautiful

Keep Pennsylvania Beautiful’s mission is empowering Pennsylvanians to make our communities clean and beautiful. Since 1990, Keep Pennsylvania Beautiful and its volunteers have removed over 133

million pounds of litter from Pennsylvania's roadways, greenways, parks, forests, and waterways. To learn more about Keep Pennsylvania Beautiful, visit www.keeppabeautiful.org.

About International Coastal Cleanup

The International Coast Cleanup began in 1985 as an environmental study undertaken on the behalf of the Environmental Protection Agency's Office of Toxic Substances. The first volunteer-driven Cleanup occurred in 1986 at South Padre Island, Texas. International Coastal Cleanup is one of the largest international volunteer events. The Cleanup gives citizens around the world the opportunity to clean up their local waterways and to be a part of a large, organized event. For more information visit <http://www.oceanconservancy.org/>