



NEWS RELEASE

from the San Diego River Park Foundation

For Immediate Release: Thursday, October 22, 2009
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October 24th Volunteers to Remove The 1 Millionth Pound of Trash from the San Diego River

What: Community Clean-Up of the San Diego River
Where: Meet at Friars Road near Sea World Drive
Time: 9AM – Noon
One millionth pound of trash to be removed at 9:30AM (approx.)
Ceremonial photo with volunteers at 11:45AM

On October 24, 2009, volunteers of The San Diego River Park Foundation will reach the milestone of removing 1,000,000lbs of trash from the San Diego River. This is the accumulation of 4 years of effort.

According to Rob Hutsel, Executive Director of the River Park Foundation, "This is an amazing milestone. It shows what people coming together can do to improve their community. Decades of neglect have been addressed in just 4 years. Over the last 14 months, we have stepped up efforts by holding twice monthly cleanups which remove on average of 5,000 lbs. per event."

The River Park Foundation has taken a scientific approach to cleaning up the river by holding bi-annual river surveys on 30 miles of the river. During these surveys, trained volunteer teams document the locations of trash and other problems. The data collected then helps to direct the cleanup efforts "We know where most if not all of the trash sites are located, continued Hutsel, having that data is indispensable and allows us to focus the energy of our volunteers on sites that need the most attention. In addition we also have a smaller volunteer team of river rescuers that deal with smaller trash sites on weekdays. In this way more than 2500 individuals have joined the efforts for a clean San Diego River by volunteering in 2009 alone."

The San Diego River Park Foundation's Healthy River, Healthy Communities is a partnership with local agencies and several sponsors including REI, John Smith Earthworks, HSBC, Aquafina, Hervey Family Fund at The San Diego Foundation, Union Bank, Think Blue, Sontek/YSI, San Diego Conservation Resources Network and the San Diego River Conservancy.

The October 24th cleanup event will be held in the Mission Valley Preserve, a City of San Diego park. The meeting site will be at the eastern end of the river

access road near Friars Road. The site can be reached from Sea World Drive by turning south on South Shores and turning left at the river on the access road.

The San Diego River Park Foundation is a regional, nonprofit organization dedicated to establishing a 52-mile long parkway along the San Diego River and to engaging people for a clean and healthy river system.

The San Diego River Park is envisioned to be a park system, stretching from the mountains near Julian to Dog Beach and Mission Bay Park. It includes such important natural and cultural resources as the Cleveland National Forest, Mission Trails Regional Park and Mission Bay Park. The San Diego River Park Foundation was founded in 2001 as a 501(c)3 non-profit public benefit organization.

For more information, visit www.sandiegoriver.org or call 619-297-7380.