

Keep Martin Beautiful seeks to break record in number of volunteers participating in International Coastal Cleanup

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Posted September 13, 2010 at 12:51 p.m., updated September 13, 2010 at 12:58 p.m.



Volunteers collect and record litter and marine debris during the 2009 International Coastal Cleanup.

PALM CITY — With the 2010 International Coastal Cleanup (ICC) right around the corner, Keep Martin Beautiful (KMB) encourages you to join thousands of other volunteers in Martin County to help cleanup our local waterways on Sept. 25 from 8 a.m. to noon and break the record for volunteer participation.

For 25 years, more than 300,000 volunteers from more than 90 nations throughout the world come together to participate in the ICC sponsored by the Ocean Conservancy. Locally, KMB has been coordinating the ICC for 15 years, and this year's international litter and marine debris removal event.

Last year, more than 2,000 volunteers in partnership with dozens of sponsors and other supporters, made the local cleanup a success. Families, businesses, civic and school groups dedicated more than 3,000 hours collecting more than 20,086 pounds of litter and marine debris.

"It's really about being part of a much larger picture on the day of the cleanup," Rhonda Irons, president of KMB said. "You may be surrounded locally by thousands of Martin County residents, but knowing that you are part of a global effort to benefit the marine environment by eliminating litter and debris is an incredible feeling."

Of note is the amount of cigarette litter collected by volunteers last year: more than 20,000 cigarettes butts were removed from Martin County waterways - the equivalent of more than 1,000 packs of cigarettes. Among the most unusual items found were a car axle, a phonebook, hockey sticks, a toy spider, vinyl fencing and a bubble blower.

After the morning cleanup, KMB will host a celebration event at Flagler Park in downtown Stuart to honor all of the volunteers, sponsors and community supporters.

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 suggested to ensure volunteers are assigned to areas most in need.
- Participants will be provided with cleanup supplies as well as a complimentary T-shirt (while supplies last).
- Volunteers should wear closed-toe shoes and bring work gloves.
- Volunteers who do not pre-register should join KMB at Jensen Beach/Turtle Beach the morning of the cleanup to participate.

KMB would like to thank the generous sponsors and community supporters of the 2010 International Coastal Cleanup, which include: Florida Inland Navigation District, Waste Management, Suburban Subaru of Stuart, Port Salerno Commercial Fishing Dock Authority, Publix Supermarket Charities, Southeast Florida Coral Reef Initiative, South Florida Water Management District, Culpepper and Terpening, Inc., Florida Power and Light, Forest Hills Funeral Home, Lively Orthodontics, Treasure Coast Urgent Care, Wallace Automotive Group, Whitarcar Boat Works, Captec Engineering, Martin County Solid Waste Department, Rocky's Ace Hardware, the City of Stuart, The Stuart News, Ampersand Graphics, Thomas Winter Photography and The Firefly Group.

For more information about the 2010 International Coastal Cleanup, or to register your family, business, civic or school group contact KMB at (772) 781-1222 or info@keepmartinbeautiful.org.

Keep Martin Beautiful is a 501(c) (3) non profit community organization founded in 1994. 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, the Great American Cleanup, the Adopt-A-Road program, the Adopt-A-Street program and other educational and outreach activities. Find us on Facebook at <http://www.facebook.com/KeepMartinBeautiful>, follow us on Twitter at <http://www.twitter.com/KMBmartin> or visit our website at <http://www.keepmartinbeautiful.org>.

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