

NEWS RELEASE



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NEARLY 4,500 KIDS ARE “MAKING WAVES FOR A PLASTIC-FREE OCEAN” AT 25TH ANNUAL KIDS OCEAN DAY

LOS ANGELES, MAY 24, 2018 - Since 1993, nearly 740,000 kids have participated in the Kids Ocean Day beach cleanups as a demonstration of their power to make a difference in taking care of the environment. On May 24, another 4,500 students in Los Angeles will once again unite to celebrate the 25th Anniversary of Kids Ocean Day at Dockweiler State Beach with this year’s theme, “Kids Making Waves for a Plastic-Free Ocean.” To illustrate the importance of healthy oceans and watersheds, the event will conclude with a student-led aerial art formation in the shape of a giant WAVE.

“Kids Ocean Day is about educating children to be aware of the damage people are doing to the ocean,” says Michael Klubock, founder of Malibu Foundation for Environmental Education and Kids Ocean Day. “By getting children involved in a hands-on activity at the beach after learning about the environment in the classroom, we strengthen the connection between individual actions and the health of the environment. As these children get older, they will remember the time that they made a difference and will feel empowered to continue protecting our ocean from plastic and litter.”

The day’s activities will begin with a program to commemorate the impact children have had over the past 25 years in keeping our oceans clean through Kids Ocean Day. The learning shifts to L.A.’s beaches, where the kids will gather with teachers and community volunteers for a massive beach clean-up, thereby reducing the amount of trash and non-biodegradable materials entering the ocean. After the beach cleanup, kids will form a giant aerial WAVE art piece and give a rippling motion to the wave using their bodies.

Also, at Kids Ocean Day, fifth grader Emmett Kliger from Citizens of the World Charter School in Mar Vista will be honored for winning a citywide poetry contest describing why it's important to take care of our oceans.

Prior to Kids Ocean Day, Malibu Foundation for Environmental Education hosted months of school assemblies about the adverse impacts of pollution to the oceans and watersheds. Their purpose is to empower kids to take action for healthy oceans and watersheds.

Supporting this message at the event are the City of Los Angeles Department of Public Works Commissioner Aura Garcia, L.A. Sanitation Watershed Protection Program Manager Shahram Kharaghani and Vice Chair of the California Coastal Commission Effie Turnbull-Sanders.

"Children have shown us grown-ups that the simple act of picking up trash that is not yours can have a profound impact on our environment," said Aura Garcia, Los Angeles Board of Public Works Commissioner. "These kids are getting empowered at such a young age to become environmental champions for the rest of their lives."

Kids Ocean Day will be celebrated in six cities in the state of California sponsored by the California Coastal Commission. Over 8,000 kids will participate in this year's Kids Ocean Day cleanups statewide, with more than half of them at the Los Angeles event.

"Children are the wave of the future," said Jack Ainsworth, Executive Director of the California Coastal Commission. "And these kids understand that we need to change our consumption and disposal habits and reduce our reliance on single use plastics, so the beaches and ocean don't keep suffering from plastic pollution. I'm proud of all these students for making some waves!"

Kids Ocean Day is an environmentally sensitive event that incorporates composting, recycling and an overall reduction of plastic. The City of LA will help facilitate the recycling and composting of all beach debris and lunch refuse. Kids Ocean Day is thankful to the many supporters who contribute volunteers and to the event's sustainability efforts: A-1 Rentals, Los Angeles Airport, SJ Linking Systems, Whole Foods Market, El Segundo, Coffee Bean & Tea Leaf, MDR, Klean Kanteen, Southwest Airlines, Target, Metabolic Studio, M&U Traders T-Shirts, Los Angeles Lakers, Statewide Sign, Ralphs, United Airlines, Apple, Armanino, Bank of America, Surfrider Foundation, Evelina Eco Events and AT&T.

KIDS OCEAN DAY is sponsored by the L.A. Sanitation Watershed Protection Program; the City of Los Angeles Board of Public Works; the California Coastal Commission; the California State Coastal Conservancy; and Keep LA Beautiful. For more information, please visit www.kidsoceanday.org.

About the 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 over 700,000 children and nearly 140,000 have participated in the annual beach clean-up. For more information, please visit www.malibufoundation.org.

About the California Coastal Commission

The California Coastal Commission is committed to protecting and enhancing California's coast and ocean for present and future generations. It does so through careful planning and regulation of environmentally-sustainable development, strong public participation, education and effective intergovernmental coordination.

The Kids' Adopt-A-Beach program is part of the Commission's effort to raise public awareness of marine and coastal resources and promote coastal stewardship. The Commission provides financial support to Kids' Ocean Day efforts statewide with proceeds from the Whale Tail License Plate and voluntary donations on the state tax return to the Protect Our Coast and Oceans Fund. For more information about the Commission's programs and how to buy a Whale Tail Plate, visit www.coastforyou.org.

About the Coastal Conservancy

The Coastal Conservancy is a State agency established in 1976 to protect and improve natural lands and waterways, help people get to and enjoy the outdoors, and sustain local economies along the length of California's coast and around San Francisco Bay.

The Conservancy is a non-regulatory agency that supports projects to protect coastal resources and increase opportunities for the public to enjoy the coast. The Conservancy works along the entire length of California's coast and within the watersheds of rivers and streams that extend inland from the coast. The Coastal Conservancy also works throughout the nine-county San Francisco Bay Area and the entire Santa Ana River watershed. The Conservancy provides technical assistance and grant funding to local communities, nonprofit organizations, other government agencies, businesses, and private landowners to implement multi-benefit projects.

About the LA Sanitation Watershed Protection Program

LA Sanitation plans and administers the Clean Water Program, the Solid Resources Program and the Watershed Protection Program. These programs all contribute to and build upon LA Sanitation's overarching program of environmental sustainability. The Watershed Protection Program evaluates urban runoff pollution issues in four local watersheds—Los Angeles River, Ballona Creek, Dominguez Channel and Santa Monica Bay. To achieve its flood control and pollution abatement objectives, the Watershed Protection Program employs a multi-pronged approach, utilizing education, engineering, enforcement and evaluation to ensure Los Angeles' compliance with federal, state and local regulations and reduce the amount of polluted urban runoff flowing into and through regional waterways. To learn more, visit www.LACitySan.org.

About City of Los Angeles Department of Public Works

The Department of Public Works is the City's third largest department and is comprised of a

staff of more than 5,000 employees who are responsible for the construction, renovation, and operation of City facilities and infrastructure, as well as the delivery of public safety and environmental programs. In partnership with private contractors, the Department builds and maintains public projects such as libraries, fire stations, police stations, animal facilities, streets, bridges, streetlights, water treatment plants, sewers and sidewalks, and provides essential public services like street tree maintenance and graffiti removal.

About Keep Los Angeles Beautiful

Keep Los Angeles Beautiful (KLAB), 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, KLAB 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.

LOS ANGELES SUPPORTERS

Cabrillo Marine Aquarium

[California Coastal Commission's Adopt-A-Beach Program www.coastal.ca.gov](http://www.coastal.ca.gov)

[California Coastal Commission's Whale Tail License Plate Fund www.coastforyou.org](http://www.coastforyou.org)

California Department of Conservation

[California State Coastal Conservancy www.scc.ca.gov](http://www.scc.ca.gov)

Chase Bank

City of Los Angeles

City of Los Angeles Mayor & City Council

Debbie Manning

[Doug Woodring & Ocean Recovery Alliance www.oceanrecov.org](http://www.oceanrecov.org)

[Earth Protect Productions www.earthprotectproductions.com](http://www.earthprotectproductions.com) & www.earthprotect.com

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Heal the Bay Ocean Discovery Center

[Heal the Bay www.healthebay.org](http://www.healthebay.org)

Irene Ritter Foundation

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[John Gibson & Gibbyart www.gibbyart.weebly.com](http://www.gibbyart.weebly.com)

[John Quigley & Spectral Q www.spectralq.com](http://www.spectralq.com)

[Julia Holland & Eco Hero Kids www.ecoherokids.com](http://www.ecoherokids.com)

Keep Los Angeles Beautiful

Kid Basix

[LA City Department of Public Works Stormwater Program www.lastormwater.org](http://www.lastormwater.org)

[LA Helicopters www.lahelicopters.com](http://www.lahelicopters.com)

[Lisa Boyle & Plastic Pollution Coalition www.plasticpollutioncoalition.org](http://www.plasticpollutioncoalition.org)

Los Angeles Board of Public Works

Los Angeles City Council

[Los Angeles Conservation Corps www.lacorps.org](http://www.lacorps.org)

Los Angeles Councilwoman Monica Rodriguez, 7th District

Los Angeles County Board of Supervisors

Los Angeles County Department of Beaches and Harbors

Los Angeles County Fire Department, Lifeguard Division

Los Angeles Sanitation Watershed Protection Program www.lacitysan.org

Los Angeles Urban Resources Partnership

[Los Angeles World Airports www.lawa.org](http://www.lawa.org)

Marriott LAX

Miss Me

[National Resource Defense Council www.nrdc.org](http://www.nrdc.org)

NRG Energy

Ryan's Recycling

[S. Groner Associates www.sga-inc.net](http://www.sga-inc.net)

[Sabina Cabe & Show Biz Kidz Foundation www.showbizkidzfoundation.org](http://www.showbizkidzfoundation.org)

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[The Bay Foundation www.santamonicabay.org](http://www.santamonicabay.org)

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