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ANNUAL BEACH CLEANUP EVENT WILL TAKE PLACE ON MAY 17

Fresno, CA – On Thursday, May 17, nearly 100 fifth-grade students from Centennial Elementary School in Fresno will travel to Municipal Beach in Monterey, Calif. to participate in a beach cleanup event organized by Fresno Chaffee Zoo.

The Monterey event is part of the 25th Annual Kids Adopt-a-Beach Cleanup, a series of Kids Ocean Day Adopt-A-Beach Cleanups at six beaches up and down the California coast.

Prior to the cleanup event, Zoo educators gave presentations to the local students about their impact on the marine environment as well as ways to keep the ocean healthy.

“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!”

The Coastal 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.

The Malibu Foundation for Environmental Education and the California Coastal Commission started the annual event in Los Angeles in 1994. With funding from the Whale Tail License Plate, this program expanded to serving Central Valley children in 2001. The program focuses on reaching children in underserved and inland schools. Similar events are taking place throughout the state, uniting children in diverse cities all along the California coast in their efforts to promote ocean conservation.

The California Coastal Commission is the statewide coordinator of the Kids Ocean Day Adopt-A-Beach Cleanup, the year-round Adopt-A-Beach program, and Coastal Cleanup Day. All of these programs are funded by the generous support of the Whale Tail License Plate Fund. Over the past ten years, students from the central valley who have participated in the cleanup with Fresno Chaffee Zoo have raised over \$80,000 dollars for marine education and protection.

For more information about the California Coastal Commission’s programs and how to buy a Whale Tail Plate, call (800) COAST-4U or visit www.coastforyou.org.

"Fresno Chaffee Zoo inspires wonder of our natural world, provides an engaging learning environment, and creates a passion for conservation."

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