



May 2009

Attention: Interested Groups and Organizations
From: Lourdes Ferris, Executive Director
Keep Palm Beach County Beautiful, Inc.
Subject: International Coastal Cleanup 2009

Keep Palm Beach County Beautiful, Inc. (KPBCB) is inviting your group or organization to manage a Palm Beach County site for the 2009 International Coastal Cleanup (ICC), the world's largest, one-day volunteer effort to clean up the marine environment. Every September, volunteers descend on local beaches, lakes, and canals to show their commitment to cleaner waterways. ***Because litter is mobile and the wind and rain carries it into our storm drains and waterway systems, groups may participate in their own inland areas such as neighborhoods and roadways. The Ocean Conservancy has sponsored this annual event for the past 23 years and Keep Palm Beach County Beautiful coordinates all of the sites in Palm Beach County.

In our state, the ICC is much more than just removing trash. By using detailed, standardized data cards, volunteers gather valuable information about the types and sources of debris found. Analyzed and tracked year by year, this information serves as a powerful tool for educating the public, influencing public policy, and effecting positive behavioral change on the part of individuals, organizations, and communities.

The date of this year's ICC is **Saturday, September 19**. If extenuating circumstances present a scheduling conflict for your group, the date is somewhat flexible – as long as your cleanup occurs by the end of October (data that is submitted by the end of October will be tabulated and furnished to the Ocean Conservancy). However, the Ocean Conservancy's and KPBCB's media efforts around the world, the state, and in Palm Beach County will promote the official date of September 19, as will all of the promotional materials (posters, brochures, etc). In case of inclement weather on September 19, the rain date for Palm Beach County will be Saturday, October 3, 2009.

As Palm Beach County's coordinators for the event, KPBCB is offering the following incentives for your participation:

- Multi-media, countywide event publicity
- Trash bags and disposable gloves
- Commemorative T-shirts for volunteers (while supplies last)
- Specialty pens for volunteers who fill out and return data cards.
- Additional promotional supplies as availability allows

Each group or organization runs their own event with KPBCB's support and assistance. Your responsibilities shall include the following:

- Designate organization representative(s) as site/volunteer manager(s) who will be working directly with KPBCB. Read the Site Manager Guidelines for the ICC 2009.
- Recruit volunteer residents and groups including area schools, neighborhood associations and civic groups.
- Select site(s). Sites chosen to be cleaned up may include beaches, Lake Worth Lagoon, on the water, underwater, or around and on inland lakes and canals. We also encourage neighborhoods and groups cleaning roadways or streets and parks to participate.
- Manage and staff one or more registration sites for the morning of the event, conveniently located near cleanup area. Registration sites are where volunteers come to check in and receive supplies including T-shirts, trash bags and gloves. Registration sites should be in a visible location and in close proximity to restroom facilities if possible.
- Register volunteers using KPBCB-provided registration forms. Make volunteers aware of volunteer guidelines as provided by KPBCB. (See Site Coordinator guidelines for additional responsibilities).
- Place posters and/or distribute flyers throughout your local community (provided by KPBCB). Banners are also available while supplies last.
- Promote the Ocean Conservancy's INTERNATIONAL COASTAL CLEANUP with KPBCB as coordinator for Palm Beach County in newsletters, etc.
- Provide breakfast or lunch or refreshments for community volunteers (optional). *Note: KPBCB will provide you with a letter you can submit to area businesses for food/refreshment donations.*
- Complete and return Site Report after the cleanup event and all other items specified by KPBCB.

If you are interested in managing a site for the 2009 International Coastal Cleanup, please fill out the ICC Site Registration Form and return it to Keep Palm Beach County Beautiful, Inc. by July 17, 2009 by mail, email or FAX.

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