

For Immediate Release
(Day, Month, Year)

Contact: (Local contact's name)
(Contact's phone/email)

Cleanup scheduled for (name of beach or shoreline)

What: (Name of local group or individual hosting cleanup event) is hosting a shoreline cleanup as part of the Alliance for the Great Lakes' Adopt-a-Beach™ Program. About 13,000 volunteers participate each year in cleanups and assess environmental conditions on beaches and shorelines on all five Great Lakes, clearing tens of thousands of pounds of litter.

When: (Start and end time of event, day and date of event.)

Who: (Name of local organization, business, group or individual hosting the event. Good to include link to group's website if available.)

Where: (Location of the cleanup. Include beach name, nearby street(s), town or city. Also include specific information about where you'll meet at the beach.)

Why: Participants enhance beaches by picking up trash and recording their findings in the Alliance for the Great Lakes' online Adopt-a-Beach™ system. This information is logged into the Adopt-a-Beach™ online system, made accessible to the public and shared with local beach health officials as well as others working toward improvements.

More: Beach adoption is easy and open to everyone. Volunteers are encouraged to register online for the cleanup at <http://www.greatlakesadopt.org/>. To find out more about the Alliance's Adopt-a-Beach™ Program, visit www.greatlakes.org/adoptabeach.

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