

Press Bulletin from Unleash the Beach

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Santa Monica grass-roots organization **Unleash the Beach** will participate on

Saturday, September 18 in Coastal Clean Up Day, sponsored by Heal the Bay. Please join us at SM beach and we will have a show of dog beach advocates to clean up the beach and show that we are environmentalists, too.

Right now Heal the Bay is officially against a dog beach, but our research of other dog beaches clearly shows a lack of negative environmental impact when there is a designated and regulated dog beach, particularly when there is a responsible group of dog owners who help to regulate it.

We at UNLEASH THE BEACH have an opportunity to **show our good will and commitment**, not only to Heal the Bay, but to our City Council members and candidates by coming to clean up the beach.

We will also HOPE TO RECEIVE **positive press and public relations**,

Santa Monica City Council candidates have been invited to join in. Bobby Shriver and Jon Mann promise to be there.

The clean up starts at 9a.m. until 12. All supplies are provided.

MANY WILL WEAR Unleash the Beach tee shirts. Those who don't have one, will be able to acquire Unleash the Beach tee shirts for a \$10 donation.

(NOTE: This is NOT our designated dog beach area but it is a convenient and easy place to meet where we can get the free parking. Our proposed dog beach area is north of the pier, between life guard stands 11 and 12).