



TEXAS GENERAL LAND OFFICE

JERRY PATTERSON, COMMISSIONER

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MEDIA ADVISORY

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23rd Texas General Land Office Adopt-A-Beach Fall Cleanup Sept. 26

Volunteers can now register online, show their pride with Adopt-A-Beach license plates

AUSTIN — The 23rd Texas General Land Office Adopt-A-Beach Fall Cleanup will be held Saturday, Sept. 26 at two sites in the Rio Grande Valley.

“It’s time to mobilize the Adopt-A-Beach troops and target trash on Texas beaches,” said Jerry Patterson, Commissioner of the Texas General Land Office. “With nearly 10,000 volunteers, the Adopt-A-Beach army is a force to be reckoned with in the fight to keep our beaches clean.”

Patterson urged Adopt-A-Beach volunteers to wear shoes, a hat and sunscreen and be ready to spend the day with other Texans who love the beach. Volunteers will be given data cards, gloves, pencils and trash bags. Most sites along the coast conclude the day’s cleanup with cold drinks, hot food and lots of fun.

Volunteers can just show up and register at the two sites between 8:30 a.m. and 9 a.m. on September 26. Volunteers may also register on-line at www.TexasAdoptABeach.org or become a fan of the Texas General Land Office Adopt-A-Beach program on Facebook. Texans who can’t make it to the beach but still want to support the volunteer effort can make a tax-deductible donation online at TexasAdoptABeach.org. Sponsorship levels range from \$25 to \$25,000.

When Adopt-A-Beach volunteers first started their work in 1986, most of the trash on Texas beaches came from offshore vessels that dumped it overboard. Data collected by Adopt-A-Beach volunteers helped pass an international shipping treaty that banned dumping trash into the sea.

Now, about 70 percent of the trash on Texas beaches is left behind by careless beachgoers. But that trash isn’t being left behind by anyone who’s ever spent a day picking up other people’s beer cans, cigarette butts and used diapers off the beach, Patterson said.

True lovers of Texas beaches can show their pride by showing up at the Fall Cleanup with their very own Adopt-A-Beach license plates, which feature an adorable surfer tot with his board on a litter-free Texas beach.

— more —

The Adopt-A-Beach license plate costs just \$30 in addition to regular vehicle fees, with \$22 used to support the Texas coast. For an extra \$40 you can even personalize your Adopt-A-Beach plates. The cost of license plates is considered a tax-deductible donation. To order your plate today, go to Texas Online at www.texasonline.com or contact your local tax office.

The success of the Adopt-A-Beach Program is made possible not only by the generous efforts of tens of thousands of volunteers, but through the generous donations of community leaders and sponsors statewide. Shell Oil Company is the lead cleanup sponsor for 2009. Other statewide sponsors are the Newfield Foundation, the Ocean Conservancy, Flint Hills Resources Community Action Council, Halliburton and Johnson Controls.

Adopt-A-Beach Fall Cleanup check-in sites in the Rio Grande Valley are:

- **South Padre Island Cameron County Parks—Cameron County**
Check-in: Andy Bowie Park, Access Road #2, Highway 100
Contact: Monica Vela
956-761-5494
Clemente Valdez
956-761-3704
monica.vela@texasadoptabeach.org
- **Boca Chica—Cameron County**
Check-in: End of Highway 4 at the beach
Contact: Lucy Martinez Hilliard
956-421-2039
lucym.hilliard@texasadoptabeach.org

DON'T FORGET!

- Pick a site and call the site coordinator or register online at www.texasadoptabeach.org.
- Pre-register large groups with the site coordinator or online on or before Wednesday, September 23rd.
- Wear sunscreen, shoes, sunglasses and a hat.
- Bring plenty of drinking water.
- Check in by 9 a.m.
- Do not disturb the habitat of nesting shorebirds.
- For your safety, stay off the dunes.
- We'll clean rain or shine!

WHO: About 10,000 Texans who care about Texas beaches
WHAT: 23rd Texas General Land Office Adopt-A-Beach Fall Cleanup
WHERE: Two sites in the Rio Grande Valley
WHEN: 9 a.m. to noon Saturday, September 26
WHY: To keep Texas beaches clean and healthy

Local news media sponsors for the cleanup include the following Rio Grande Valley stations: KGBT-TV Channel 4 CBS, KTLM-TV Telemundo Channel 40, KBUC-FM, KSOX-AM, KURV-AM, KJAV-FM; XHRR-FM, XAVO-FM, XCAO-FM and KVJY-AM.

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