



MEDIA ALERT

Amelia Island Holding Inaugural “Downtown to Dunes” Cleanup Event

Beach and downtown litter collection, followed by volunteer appreciation celebration

WHO: The Amelia Island Convention & Visitors Bureau (CVB), Keep Nassau Beautiful, Fernandina Beach Main Street, and Mocama Beer Company, sponsors of Downtown to Dunes.

WHAT: In celebration of Earth Day, Amelia Island is holding its inaugural **Downtown to Dunes**, a litter collection and volunteer appreciation event. Volunteers can [register online](#) to help with this community-wide effort to cleanup Fernandina Beach, from downtown to the dunes. A Volunteer Appreciation event will take place at Mocama Beer Company immediately following the litter collection. Volunteers will receive a free beer token (21+) or Keep Nassau Beautiful aluminum water bottle (under 21), plus the first 100 pre-registered participants will receive a free t-shirt.

During the Volunteer Appreciation event, the Amelia Island CVB will announce five local lodging properties that recently completed the [Audubon International Green Lodging Program](#) certification, verifying they meet environmental best practice standards and demonstrate a strong commitment to water conservation, energy efficiency, recycling and other green practices.

For more information and to register as a volunteer, visit KeepNassauBeautiful.org.

WHEN: Saturday, April 23 – Cleanup from 9:30 to 11 a.m., Volunteer Appreciation at 11:30 a.m.

WHERE: [Downtown to Dunes Cleanup](#) – Site captains will be organizing volunteers and distributing gloves, grabbers, and reusable bags for litter collection at three locations:

- Amelia Island Welcome Center – 102 Centre Street, Fernandina Beach
- Fernandina Beach Recreation Center – 2500 Atlantic Avenue, Fernandina Beach
- Mocama Beer Company – 629 South 8th Street, Fernandina Beach

[Volunteer Appreciation Event](#) – Mocama Beer Company – 629 South 8th Street

CONTACT: Please RSVP if you plan to attend. There will be opportunities for interviews, photos and more. Contact Britney Guertin at (386) 677-7000 x 4 or britney@hayworthpr.com.

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About Amelia Island

Northeast Florida's coastal treasure, Amelia Island is a barrier island rich in colorful history and breathtaking natural beauty. Amelia Island offers long, beautiful beaches, abundant wildlife, and pristine waters. Upscale resorts with world-class spas, championship golf and exclusive dining blend effortlessly with a captivating collection of bed and breakfast inns and historic districts. The island is home to Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops, attractions and eateries. Forget the everyday getaway; come make memories on Amelia Island. For visitor information and online planning, visit AmeliasIsland.com.

About Keep Nassau Beautiful

Keep Nassau Beautiful, Inc. is working to inspire, educate, and equip individuals, groups, businesses and governments to take action to make Nassau County a place where residents, visitors and wildlife can thrive and experience the beauty of Nassau County. KeepNassauBeautiful.org

About Fernandina Beach Main Street

Fernandina Beach Main Street Foundation is a 501(c)(3) charitable organization which promotes economic vitality and historic preservation in the Fernandina Beach Main Street District to create a vibrant community for all.

About Mocama Beer Company

Mocama Beer Company is a craft brewery and taproom located in Fernandina Beach, Florida. Their beautifully restored mid-century building was originally a Ford dealership in the 1950s. The brewery features state-of-the-art brewing equipment and focuses on clean fermented, American styles of beer made with premium sourced raw materials. Since opening, Mocama has aspired to be a leader in supporting the local community.

About Audubon International

An environmentally focused non-profit organization, Audubon International offers members numerous certifications and conservation initiatives to protect the areas where we all live, work, and play. Its certifications are designed to increase environmental awareness, encourage sustainable environmental efforts, and educate both its members and their communities.