

Volunteers Support July 5 Beach Cleanup

Post-Event News Release

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For Immediate Release

128 volunteers participate in July 5 Beach Cleanup

Keep Nassau Beautiful Organizes Site Captains and Volunteers to cleanup Amelia Island Coastline following July 4 festivities

Fernandina Beach, Florida, July 15, 2019 –

Keep Nassau Beautiful reports 128 residents and visitors made it a priority to spend part of their day on July 5 keeping Amelia Island beaches clean and protecting wildlife from the harmful effects of litter and debris. Volunteers focused on cleaning cigarette butts, fireworks debris, and small plastic waste from the water line and wrack. Volunteers also split into teams and cleaned access point parking lots and parks, and in some cases stretched their reach using trash grabbers to remove litter from the dunes. In keeping with our commitment to reduce the use of single-use plastic during beach cleanups, volunteers were provided with reusable gloves and reusable litter totes.

In addition to the beach cleaning contract companies, Beach Raker and Rollins Snelling, several local organizations supported this year's July 5 Beach Cleanup; Kayak Amelia, 8 Flags Jeep Club, Amelia Island Beach & Marine Life Conservancy, Beach Junkie, and Keep Nassau Beautiful. Residents and visitors, families and friends, and youth and adults participated and modeled for beachgoers the importance of removing trash and litter. Site captains took every opportunity to educate on the importance of hand-picking litter and debris from the wrack. The "wrack line" is the area at the high tide line where kelp, seagrass, shells and other debris is deposited. This line of organic material serves as a source of nutrition and cover for wildlife. Keeping the wrack clean benefits the entire food chain, including fish. To learn more visit <https://myfwc.com/conservation/special-initiatives/cwci/beach-wrack/>.

"Participating in a beach or waterway cleanup is a chance to make a difference and raise awareness about the harmful effects of litter and debris to our wildlife," said Lynda Bell, Keep Nassau Beautiful Executive Director, "which is why we are so grateful to the volunteers and site captains for making July 5 such a successful cleanup event."

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The mission of Keep Nassau Beautiful, Inc. is 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. www.keepnassaubeautiful.org



American Beach, 8:00am, July 5. Volunteers are prepared for a beach cleanup.