

## Dave Stark

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**From:** Dave Stark  
**Sent:** Wednesday, April 24, 2019 9:06 AM  
**To:** Dave Stark  
**Subject:** Alameda REALTORS Join Coastal Cleanup



### **FOR IMMEDIATE RELEASE**

### **Alameda REALTORS® Join Coastal Cleanup**

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*Alameda, California (April 24, 2019)* – Alameda REALTORS® braved the elements, including 20 mile per hour winds, to celebrate Earth Day by removing debris from a stretch of island shoreline.

“It’s something that the Bay East Alameda Chapter does every year and we’re continuing the tradition,” said Michelle Morgan, Chair of the Bay East Association of REALTORS® Alameda Chapter Local Community Relations Committee. “It’s one of the perfect examples of an event where it’s come one, come all, let’s clean it up and make a difference in celebration of Earth Day.”

The Bay East Alameda Chapter clean-up squad included about a dozen REALTORS®, Affiliate members and friends and family. They focused on a section of Alameda shoreline adjacent to the Encinal boat ramp. The clean-up effort was coordinated with other East Bay Regional Parks activities in Alameda during Earth Day. “Some people like to do the shoreline drive and that gets a lot of attention,” Morgan said. “For the last few years we’ve decided to do the area by the Encinal boat ramp which is an often overlooked location, it doesn’t have a lot of visibility but that’s why I like to do it.”

“It’s definitely a good deed, it’s collaborative and you feel like you’re part of something bigger because you’re helping the environment,” said Morgan. “Earth Day is a global event and it feels good to be doing our part on a local level.”

Morgan reported the group cleaned up microplastics, cigarette butts, fishing lines and lures. “What was really evident was the massive amounts of Styrofoam we were picking up,” Morgan said. She said an East Bay Regional Park ranger gave instructions on what to do and what not to do with the items and provided a larger context for how trash ends up in the Bay. Morgan explained, “He said that what people don’t understand in this Bay Area of seven million people is that if you see something in the street, it ends up in the Bay.”

Morgan emphasized that that these efforts can be continued every day, “If everyone would just take the time to pick up trash on the street, it would make a big impact on what gets into the water.”

Morgan said the REALTOR® group will participate next year because, “It’s a nice part of the entire Earth Day celebration and a feeder for the rest of the day’s activities. Come clean up the beach for a few hours and then go have fun.”

PHOTOS FROM THE EVENT ARE AVAILABE ON REQUEST

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