



# News Release

## FOR IMMEDIATE RELEASE

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### **14<sup>th</sup> Annual Treasure Coast Waterway Cleanup, getting it done!**

**Stuart, FL (June 10, 2021)** – The Treasure Coast Waterway Cleanup looks forward to a successful 14<sup>th</sup> Annual event! Since 2008, the yearly cleanup effort has removed 91.5 tons of trash from the waterways of the Treasure Coast. The traditional cleanup event, including our Peck Lake Reef Dive Cleanup will be held Saturday, July 24<sup>th</sup>, from 8am-12:30pm.

“We accomplished amazing numbers with our week-long virtual event last summer and are excited to keep this element in place this year,” says April Price, Event Coordinator. “We learned that students could significantly increase their volunteer participation hours and many groups that only connect during the business days were able to participate because it was an outdoor activity. However, our logistics last year were extremely challenging, so being able to work our traditional sites and connect with our friends is a vital link to this annual effort. Our cleanup week will kick off on Saturday, July 17<sup>th</sup> with the start of our annually proclaimed Treasure Coast Waterway Cleanup Week and will run thru Sunday, June 25<sup>th</sup>.”

With an effort to reduce the events carbon footprint, the Marine Industries Association of the Treasure Coast (aka MIATC), encourages online registration and data reporting. Additionally, the event continues to replace disposable gloves and bags with reusable options. Volunteers are

encouraged to bring their own reusable cleanup tools if they own them. Supplies will be available for all volunteers at the designated sites on Sat. July 24<sup>th</sup>.

Volunteers are encouraged to pre-register and choose the cleanup option that fits their needs. All volunteers are eligible for a collectible t-shirt and if joining the effort on the water, the annual commemorative burgee too. "This is the perfect summertime activity for community, youth and civic groups. There is no limit to the number of folks you can have participate on your team. If you have questions, just give us a call and we are happy to coach you on how to get your group engaged," says Price.

Cleanup participants are encouraged to photograph their efforts so they can be shared on the event website and Facebook page. Corporate sponsorships are still welcomed and truly appreciated. For more information contact April Price, (772) 285-1646 or go to [www.tcwaterwaycleanup.com](http://www.tcwaterwaycleanup.com).

***The Marine Industries Association of the Treasure Coast, Inc. (MIATC), is a not-for-profit trade association representing recreational marine businesses in Martin, St. Lucie, and Indian River and Okeechobee counties. MIATC is dedicated to the promotion of pleasure boating and its related industries.***

