



# News Release

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## FOR IMMEDIATE RELEASE

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**Stuart, FL – (June 26, 2011)** — It's time for the 4th Annual Treasure Coast Waterway Cleanup which will take place on Saturday, July 23, 2011. "This year we are making it easier to register for the Cleanup," says April Price, who coordinates the cleanup effort. "Our goal is to increase our participation, more people equals more trash that we can collect. In our first 3 years of the event we have engaged close to 3,000 volunteers and more than 800 boats collected more than 30 tons of trash from the waters of Martin, St. Lucie and Indian River Counties," says Price.

To register, just go to [www.TCWaterwayCleanup.com](http://www.TCWaterwayCleanup.com) and click "Online Registration", scroll down and complete the form. When you arrive on the cleanup day to the site that you registered for, participants will receive their cleanup supplies, data cards to complete, event t-shirt and instructions. Boats will receive a commemorative burgee to fly which signifies that they are involved with the cleanup effort. All volunteers will be invited to a "Thank You BBQ" that will take place on August 7<sup>th</sup>, 2011 at the Fort Pierce Yacht Club. There we will announce all of the data that we collect from this year's cleanup.

"This is an "All Hands On Deck" effort," says Price. "So young and old are needed to surpass last year's effort. This is also a terrific opportunity to pick up some of those precious community service hours for students and scouts."

There are several Coastal Cleanups that take place throughout the Treasure Coast which are vital to the health of our beaches and shore line. However this cleanup specifically concentrates on the waterways, spoil islands and area canals. It's easy to join the fun.

For more information please contact April Price, 772-285-1646. Online registration is available on our web site [www.tcwaterwaycleanup.com](http://www.tcwaterwaycleanup.com) or become a fan on Facebook. Just enter Treasure Coast Waterway Cleanup in your Facebook search engine.

*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, Indian River and Okeechobee counties. MIATC is dedicated to the promotion of pleasure boating and its related industries.*