



News Release

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FOR IMMEDIATE RELEASE

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Treasure Coast Proclaims Waterway Cleanup Week

Stuart, FL – (July 17, 2010) — The Treasure Coast has proclaimed July 19-25th as Waterway Cleanup Week. The counties of Martin, St. Lucie and Indian River, along with the municipalities of Stuart, Port Saint Lucie, Fort Pierce, Vero Beach and Sebastian have all recognized the efforts of the Marine Industries Association of the Treasure Coast (MIATC) and its 1000 plus volunteers to keep our waterways clean.

“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”, says Dean Kubitschek, Harbor Master at the Fort Pierce City Marina and St. Lucie County Coordinator for this years cleanup event. “This is our chance to involve the entire Treasure Coast community in an industry that is vital to our economic well being. We get to give back and educate folks on the importance of keeping our waterways clean.”

This years volunteers will receive an event t-shirt, discounts to the Smithsonian Marine Ecosystem Exhibit and the Florida Oceanographic Society and will be recognized at a BBQ on August 8th that will take place at the Fort Pierce Yacht Club. Boaters will also receive a commemorative flag to fly and a mini recycle bin to keep onboard year round. It’s not to late to register, just go to www.TCWaterwayCleanup.com or show up at one of our designated sites on the Treasure Coast on July 24th, the day of the cleanup. The event runs from 8:00am-12:30pm.

For more information please contact April Price, 772-285-1646. Online registration is available on our web site 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 s related industries.