



COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER



PRESS RELEASE

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Contact: Jason Hoppin

Jason.Hoppin@santacruzcounty.us

NORTH COAST SIGNAGE HELPS REDUCE LITTER

The County of Santa Cruz is taking new steps to reduce litter and pollution along the County's North Coast beaches. New signs encourage all visitors to protect our beaches and coastal environment by packing out their trash and recyclables.

Taking trash and recyclables home is the best way to help prevent litter along the coast. Overflowing trash and recycling containers result in trash being dispersed by wind and ending up on beaches, in coastal creeks or in the ocean, where it can harm wildlife.

Signs include photographs of overflowing trash containers overfilled by visitors to Santa Cruz County's renowned beaches, in hopes of inspiring visitors to protect precious coastal resources through responsible coastal stewardship and litter removal.

The new signs are a joint project of Santa Cruz County Parks, Santa Cruz County Public Works, and creative consultants Colton Chorpenning and Ryan Lynch.

Visitors are encouraged to take a selfie next to the new signs and email to zerowaste@santacruzcounty.us. The County is also encouraging people to post on social media with hashtags #PackYourTrash, #CleanBeaches and #ZeroWaste.