



Over 2,000 volunteers join International Coastal Cleanup 2010

*Green Council's International Coastal Cleanup 2010 Campaign
Kick-off Day at Rocky Bay Beach*

September 25 is the official International Coastal Cleanup (ICC) Day. Green Council, as the official ICC coordinator in Hong Kong, today kicked-off the cleanup campaign at Rocky Bay Beach with 50 volunteers who removed a total of 230kg of trash and debris from the beach. The bulk of the waste picked up from the Southern Hong Kong Island beach was mostly made up of cigarettes filter with around 200 pieces. In addition, around 40 pieces (approx. 3kg) of computer circuit boards were found. There is an immediate need to have proper electrical and electronic equipment recycling system.

Dr. Hon Priscilla LEUNG Mei-fun, HKSAR Government Legislative Councillor, and Chairwoman of Green Council also joined hands with Green Council's teams to clean the beach.

Since 2008, over 6,000 volunteers from 40 schools and 70 companies and organisations have conducted over 100 cleanup events and removed over 14 tons of marine debris from along Hong Kong's shorelines. Cigarette-ends and glass bottles are the two most common types of marine debris recorded in past two years. The findings from ICC 2010 will be published by the end of November.

Besides picking up rubbish, volunteers will also document the debris they found. The information will be analysed by Ocean Conservancy (United States based Ocean Conservancy is the world's foremost advocate for the oceans) along with data from other international locations in order to identify the major sources of marine debris. The findings will be used to educate the public, business, industry and government authorities about the marine pollution problem, on the basis that understanding is the key to finding a long-term, sustainable solution.

Marine debris, ranging from used shopping bags to abandoned fishing nets, is one of the most widespread environmental problems threatening marine ecosystems, coastal economies, wildlife and human health. Removing trash and debris is only one of the steps towards improving the health of the planet. It is also important to understand the sources of marine pollution and take action to help remedy the situation. The International Coastal Cleanup provides the perfect platform to achieve this goal and Green Council is pleased to have over 2,000 volunteers taking part in all the Cleanup Days in Hong Kong this year.

Organisations, companies, schools or individuals who want to join the ICC Campaign and contribute to the protection of Hong Kong's coasts and marine life can register at www.coastalcleanup.hk/ and visit Green Council's Facebook (www.facebook.com/people/Green-Council/1733932355) to update the ICC latest highlights.



Dr. Hon Priscilla Leung Mei-fun, HKSAR Government Legislative Councillor and Chairwoman of Green Council, encouraged Hong Kong people to keep the coastline clean.



Dr. Hon Priscilla Leung Mei-fun joined hands with volunteers to clean-up the Rocky Bay Beach



A lot of computer circuit boards were found on Rocky Bay Beach



Around 50 volunteers participated in the official International Coastal Cleanup (ICC) Day and removed a total of 200 kg of coastal debris



The volunteers were recording the type and weight of marine debris.