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FOR IMMEDIATE RELEASE

Trish Fancher, Executive Director

Lee County, FL April 14, 2016 - Keep Lee County Beautiful (KLCB) and Kailani Standup Paddle Adventures have already been working with SUP paddlers in and around Lee County taking on the litter problem in waterways around the community. Over the weekend of April 2nd KLCB and Kailani Standup Paddle Adventures hosted the first of multiple projects aimed at cleaning up our local waterways. The waterways of Lee County are great places for activity, relaxation and getting in touch with nature. However, in many places they are blighted by litter and in particular plastic waste. This is part of a worldwide problem as much of this litter ends up in open ocean, is ingested by fish and marine mammals and enters the food chain.

The world's oceans may have more plastic debris than fish by the year 2050, according to a report published by the World Economic Forum. The study, found that 32 percent of all plastic packaging escapes collection systems and finds its way into natural ecosystems, including the oceans. Currently, 8 million tons of plastic end up in the ocean **each year** – the equivalent of a dump truck of plastic rubbish every minute.

When people clear up plastic waste from a waterway we think it's likely that they consider how the plastic arrives there. Once engaged in the issue they would be less likely to leave litter and more likely to question unnecessary plastic packaging and become more careful consumers.

Kailani Standup Paddle Adventures

Kailani Standup Paddle Adventures owner/operator, Jordan Estes, began organizing cleanup events with the Shenandoah National Park Service and the Appalachian Trail Conservancy for 7 years. His passion for protecting the environment and his desire to promote environmental awareness, be involved in community outreach continuously throughout the year and to promote youth enrichment has led him to partner with KLCB to create the All Water Any Water cleanup program.

All Water Any Water cleanups will be held on a monthly basis at different locations throughout Lee County and Southwest Florida. We let participants have free SUP including a short lesson if required, in return for getting involved in clearing a section of canal of casual litter and debris. Those who wish to bring their own SUP are always more than welcome to join in!



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The events aim is to clean up several parts of different waterways and to raise awareness of what ends up our the canals and rivers. The next event in Lee County is scheduled for Saturday, April 23rd as part of the Great American Cleanup a.k.a. Earth Day Trash Bash. Volunteers can visit www.klcb.org to register for the Big Hickory Island SUP cleanup.

Unfortunately every paddler will notice litter as they paddle. This is your chance to do something about it and help to make not just waterways around Lee County a better place to paddle but your own local spot too. When you see a plastic bottle bobbing about don't just leave it. Get rid of it, and make that bit of water better for everyone. Become an All Water Any Water paddler on your next paddle.

About Keep Lee County Beautiful

Keep Lee County Beautiful is Lee County's leading nonprofit that brings people together to build and sustain vibrant communities. With a network of individuals, businesses, civic, environmental and governmental organizations, we work with thousands of volunteers to take action in their communities. Keep Lee County Beautiful offers solutions that create clean, beautiful public places, reduce waste and increase recycling, generate positive impact on local economies and inspire generations of environmental stewards. Through our programs and public-private partnerships, we engage individuals to take greater responsibility for improving their community's environment. For more information, visit www.klcb.org.