

FOR IMMEDIATE RELEASE

## Pontchartrain Conservancy



SCIENCE FOR OUR COAST. SINCE 1989.

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**\*\*\*MEDIA ALERT/SAVE THE DATE\*\*\***

### **Pontchartrain Conservancy to Host 2020 Beach Sweep in 16-Parish Region** *Event provides opportunity for public to help clean up litter while remaining socially distant*

**WHAT:** [Pontchartrain Conservancy](#) will hold its 31<sup>st</sup> annual Beach Sweep, the largest community cleanup in Southeastern Louisiana. Each year, volunteers pick up thousands of pounds of trash from streets, catch basins and waterways around the Lake Pontchartrain Basin.

Beach Sweep is held in conjunction with the [International Coastal Cleanup](#), sponsored by [Ocean Conservancy](#).

**WHEN:** **Saturday, Sept. 19, 2020**  
**8 a.m. to 5 p.m.**  
**(Date and times can be flexible with organizations)**

**WHERE:** Neighborhoods, catch basins and other public areas in the [16-parish Lake Pontchartrain Basin region](#)

**WHY:** Every year, more than 5 million pounds of plastic enter the ocean, and the Gulf of Mexico has some of the highest concentrations of microplastics in the world. Birds, seals, turtles, fish and other wildlife in the gulf and basin ingest microplastics, which can be deadly.

As litter accumulates, it prevents Lake Pontchartrain from draining properly, threatening homes, businesses and roadways with flooding. Beach Sweep provides the community with an opportunity to end trash flow at the source by picking up litter while remaining socially distant due to the ongoing COVID-19 pandemic.

**HOW:** [Click here](#) for more information or to register for Beach Sweep. Participants are asked to track the debris they've cleaned up through the [Clean Swell](#) app or by [downloading a data card](#) and emailing it to [beachsweep@scienceforourcoast.org](mailto:beachsweep@scienceforourcoast.org)

**Editor's Note: If you would like to set up a media interview to cover this event, please contact Rachel Strassel at 504-579-2487 or [rachel@gambelpr.com](mailto:rachel@gambelpr.com).**

**About Pontchartrain Conservancy:** Pontchartrain Conservancy is a New Orleans-based 501(c)(3) nonprofit organization committed to an environmentally sustainable, prosperous and resilient region. Our mission is to drive environmental sustainability and stewardship through scientific research, education and advocacy. Pontchartrain Conservancy consists of a board of directors representing Lake Pontchartrain Basin parishes and regulatory agencies. For more information or to get involved, visit [www.scienceforourcoast.org](http://www.scienceforourcoast.org). Follow us on Facebook and Instagram at @PontchartrainConservancy and on Twitter at @OurBasin.