



## PRESS RELEASE

### CONTACT

Okaloosa County Tourist Development Department  
850-651-7131  
[emeraldcoast@co.okaloosa.fl.us](mailto:emeraldcoast@co.okaloosa.fl.us)

FOR IMMEDIATE RELEASE

### GET INVOLVED IN THE EARTH DAY BEACH CLEANUP Join the Cigarette Waste Recycling Competition

**Fort Walton Beach/Destin, FL | April 23, 2016:** Volunteers of all ages are invited to participate in the **Earth Day Beach Cleanup on Saturday, April 23, 2016, from 8:00a.m.-10:00 a.m.**

The Okaloosa County Tourist Development Department (TDD) has supported the citizen Okaloosa Environmental Council in organizing more than 31,000 volunteers in removing 116 tons of discarded trash from local beaches since 1988.

Volunteers of all ages, including family, friends, coworkers, neighbors, youth groups and students are encouraged to participate in the Coastal Beach Cleanup! Walk the beautiful coastline to collect discarded debris such as plastic bags and containers, glass and plastic bottles, Styrofoam, fishing line, **cigarette butts (1.4 trillion are carelessly discarded worldwide each year)**, aluminum cans, and more items that harm marine life and ecosystems.

Volunteers are invited to sign in at the following volunteer sites:

1. **Beasley Park on Okaloosa Island/Hwy 98**
2. **Beach Park west of Island Princess on Okaloosa Island/Santa Rosa Blvd**
3. **Henderson Beach State Park in Destin/Hwy 98**

Compete to collect the most cigarette butts for recycling, or for the most unusual litter find. WIN one of two Gift Bags donated by Cornerstone Financial.

Join our **Cigarette Waste Recycling Brigade** in collecting extinguished cigarettes for RECYCLING into a variety of industrial products. Points are applied for the amount of **Cigarette Waste** mailed to the recycling company and redeemed for a cash donation to the School or Charity of choice. **Receive your "Leave Footprints – NOT Stuff" event T-Shirt, trash bag, bottled water, gloves and Get a Little Sand in your Soul!**

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The Emerald Coast Tourist Development Department promotes the destination through marketing and advertising of the beaches of Destin, Ft. Walton Beach and Okaloosa Island. The TDD oversees the operation of the Emerald Coast Convention & Visitors Bureau, the Emerald Coast Convention Center, the Emerald Coast Film Commission, the Visitors Welcome Center and conservation efforts aimed at improving and protecting the natural environment of Okaloosa County. Find us on Facebook at [facebook.com/floridasemeraldcoast](https://www.facebook.com/floridasemeraldcoast), Twitter @EmeraldCoastFLA, Pinterest at [pinterest.com/emeraldcoastfla](https://www.pinterest.com/emeraldcoastfla), Instagram @EmeraldCoastFLA or visit the official tourism site of the Emerald Coast Convention & Visitors Bureau at [EmeraldCoasting.com](http://EmeraldCoasting.com)