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Media Release

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Care for Catalina

Community-wide Clean-up Day A Great Success

Community members rolled up their sleeves, and covered the Island's most visited areas for day of service in honor of Earth Month. On April 13, 2019 beginning at 8:00 am in Kids Park over fifty people gathered and formed teams to traverse ten areas in the city of Avalon. The Avalon Lion's Club simultaneously hosted a clean-up in the island interior. Among others lending support, time and talent were Avalon Beautiful, City of Avalon (Recreation and Public Works), Catalina Island Conservancy, Catalina Island Company, Rotary Club of Avalon, Lloyd's of Avalon, CatBev, Catalina Island Golf Cart Rentals, Chet's Hardware, the local Teen Center and Avalon VFW. Local Boy and Girls Scout troops also joined in.

Two dumpsters were filled, one with recyclables and another with non-recyclable waste. Among the most prolifically found items were cigarette butts and food wrappers/containers. Construction debris, two tires and several auto batteries were also found and removed from area canyons and hillsides.

A team from the Avalon Rotary Club placed over 1,000 non-invasive, drought tolerant plants along Avalon's waterfront from Knabe Park to the Catalina Island Casino.

Donations in support of future projects may be made to Avalon Beautiful at P O Box 1272, Avalon, CA 90704 (EIN 33-0689612).

In support of Catalina Island exemplifying sustainable tourism practices, the Catalina Island Chamber of Commerce & Visitors Bureau has launched several consumer and community based initiatives. At Careforcatalina.com, visitors and potential visitors are

offered tips on enjoying the island with a light footprint and on Voluntourism opportunities.

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Images available on request.

The mission of the Catalina Island Chamber of Commerce & Visitors Bureau is to attract visitors and advocate for commerce on Catalina Island. As the official Destination Marketing & Management Organization of Catalina Island, the nonprofit is governed by an elected board of directors and is funded in-part through the collection of Transient Occupancy Taxes paid by guests staying in area hotels and vacation rentals.

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