

KIDS OCEAN DAY ADOPT-A-BEACH CLEAN-UP

The 21st annual KIDS OCEAN DAY Adopt-A-Beach Clean-Up is planned for May 2014. This event has expanded along the length of the California coast, from Humboldt County to San Francisco and south to Huntington Beach and San Diego, through support of the Coastal Commission's Whale Tail License Plate Fund.

The program emphasizes that clean beaches and oceans start with clean neighborhoods.



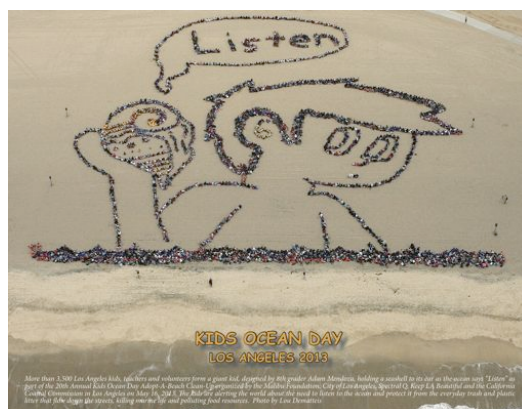
Students are motivated to develop academic skills when they are part of something that is **RELEVANT** and **INTERACTIVE** with "**HANDS-ON**" **REAL WORLD EXPERIENCE**. The program provides a framework to refresh a desire to learn and raise overall achievement.

DESCRIPTION OF KIDS OCEAN DAY

The Malibu Foundation coordinates the annual KIDS OCEAN DAY Adopt-A-Beach Clean-Up in Los Angeles. This year we brought the program to Hong Kong.

To bolster what the students have learned through the school assembly program the KIDS OCEAN DAY Adopt-A-Beach Clean-Up field trip brings classroom lessons and the school assembly to life. It fosters a sense of personal responsibility, it is a fun event that kids share together and remember, and it helps reinforce in a direct way the environmental ethic that is at the heart of the goals for the Los Angeles Stormwater school outreach effort

Being part of the aerial art design on the day of the event gives the students an opportunity to be artists and to be part of something larger than themselves. It is a way for them to express their concerns to the world.



These field trips have been the most magical part of the environmental education program. Bringing kids to the beach energized them, but also engaged the teachers, created interest from the media, and brought VIP stakeholders, including the Mayor of Los Angeles and City Council Members, to the beach to be a part of the excitement.

The beach clean-up field trip is held towards the end of the school year and provides kids with a fun, hands-on opportunity to make a difference. For many students, it is their first chance to experience the beach, to see the ocean and to make the connection with their neighborhood and their lives. It is a tangible and compelling way to focus their attention on the issue of local pollution.

Since 1991 the Malibu Foundation's Adopt-A-Beach School Assembly Program has been seen by over 670,000 California school children. Over 121,000 children from the program have participated in 20 KIDS OCEAN DAY Adopt-A-Beach Clean-Ups.

