

14th September 2010

PRESS RELEASE

The Deep's Annual Beach Clean

The Deep guides are seeking volunteers to help them with The Deep's annual beach clean at Hessle Foreshore on Sunday 19th September, starting at 11am. The event at Hessle Foreshore is part of the Marine Conservation Society's (MCS) UK-wide Beachwatch 2010 event.

This event is part of Beachwatch, a nationwide annual beach clean-up and litter survey organised by the Marine Conservation Society (MCS). It takes place on beaches all over the UK – and The Deep is playing an important part.

Down in Hessle Foreshore, volunteers will be collecting litter. Each piece will be identified, weighed and recorded, then will be carefully disposed of by The Deep. The data collected goes towards the Marine Conservation Society's national survey, which is subsequently used to help raise public awareness of the impact of litter on the environment. It will also add weight to a campaign for legislation to reduce litter on beaches. Beach litter is fast becoming a big problem to the UK's beaches; litter is not only ruining our scenic beaches but it is also posing a threat to marine life.

One of the most common types of litter found on the beaches is plastic, including sweet wrappers and drinks bottles. It's estimated that it could take between 450 and 1000 years for plastic to break down in the sea! In the meantime, it could cause serious damage to, or even kill a number of marine animals. Beachwatch is the biggest national coastal clean-up and survey undertaken in the UK and Europe. The Beachwatch on Hessle Foreshore is a fantastic opportunity for the public to get involved in a worthwhile cause and to help make a difference, whilst having lots of family fun.

This event is set to be a fun filled day for the whole family with beach games, quizzes and more! Each child (aged 3-15) that takes part in the beachcomb will receive a Deep goodie bag.

- All activities start at **11am** at Hessle Foreshore, near Hull.
- Meet in the car park.
- Please wear clothing appropriate for the weather for all beach activities. We recommend sturdy footwear or wellies. The Deep team will provide each volunteer with gloves and hand cleaner. Please note that events may be cancelled in bad weather.
- All children must be accompanied by an adult (16 years and over) at all times and that adult will have full responsibility for the child/children that they are accompanying.
- Look out for The Deep van and crew members in pale blue shirts.
- We look forward to seeing you on the day! So we can prepare goodie bags and certificates suitable for your child, please let us know if you plan to join us. If you have any queries please contact us on email, guides@thedeeep.co.uk or if you have any questions telephone: 01482 381046

THIS IS A FREE EVENT

Beachwatch meeting point: Sunday 19th September, 11am Hessle Foreshore, Humber Bridge. Look out for The Deep van!

Press information: Please contact Linda Martin 01482 381000 (option 3) or mobile 07751288434