



CITY OF MORRO BAY

CITY HALL

595 Harbor Street
Morro Bay, CA 93442

PRESS RELEASE

August 27, 2020

City Launches the “Be a Trash Hero” Campaign - Encouraging Visitors and Residents to be Part of the Solution, Not the Pollution

Morro Bay, CA – The City recently launched the “Be A Face Mask Hero” campaign to align with the State of California’s statewide mask order and highlight the importance of wearing masks to combat the spread of COVID-19. The campaign has been very successful as the City continues to see increased compliance with face covering usage. The City is now launching its second leg of the Hero campaign series, “Be a Trash Hero.”

Since seeing the return of visitors to our area (as allowed by State and County orders), the City has experienced a dramatic increase in the amount of trash and waste. In response, the City has added trash receptacles and increased staffing on weekends; however, the amount of trash and debris produced by visitors exceeds even the added capacity. Community members have also stepped in to assist and the City is very grateful for its committed and dedicated volunteer base that routinely assists staff with trash removal and clean-up.

Despite all these efforts, in many locations there is still debris that does not land in a proper trash receptacle or is left next to or on top of a full trash receptacle. We often forget, as a coastal community, that seagulls and other birds tend to pick up trash next to receptacles or pull out trash and carry it throughout the city if not fully thrown away. When this happens, trash and debris can end up in our bay, negatively impacting the marine life we all cherish and love to observe. The “Be a Trash Hero” campaign is focused on encouraging our visitors to respect our beautiful community and delicate bay, this place that they enjoy visiting and spending time in, by helping to be part of the solution, not the pollution, by properly disposing all trash and recyclables. Trash Hero signage and feather banners will be placed throughout the waterfront and main street areas in the coming days and weeks to help communicate the message and ask visitors for their support and participation.

**Be Part of the Solution,
Not the Pollution!**



Help Keep Our Community Clean
#ROCKSOLIDTOGETHER



Just as with the City's Face Mask Hero campaign, City staff will be handing out swag items such as t-shirts and hats to visitors and residents that they see going above and beyond, picking up trash and helping to protect the bay – truly being part of the solution, not the pollution.

Additional components of the City's Hero campaign will be rolled out in weeks to come as the City acknowledges our local businesses that have stayed the course and persevered during this

constantly changing and uncertain times, as well as local volunteer heroes and the City employee heroes who continue to provide a high level of service to our community despite reduced staffing and COVID challenges.

If you would like more information about this topic, please contact Jennifer Callaway, Public Information Officer at 805-772-6217.