

RING LEADER REPORTER



HI-CONE ADOPT-A-BEACH 2011: ANOTHER RECORD BREAKING YEAR

Every year in September, there is one day set aside for the worldwide Adopt-A-Beach cleanup event. This year, it was on September 17th, a beautiful, sunny, day in Chicago. A per-

fect day to join more than 500,000 people in over 100 countries to help remove millions of pounds of trash from the beaches and waterways around the world. The Alliance for the Great Lakes Adopt-A-Beach program is part of the Ocean Conservancy's International Coastal Cleanup's global network that unites volunteers worldwide to pick up shoreline trash and categorize trash data.

After the clean-ups, the trash is analyzed to identify major sources of litter and to support more informed public policy. "Adopt-a-Beach" volunteers and sponsors are individuals, schools, companies and community groups.

As in past years, cigarette butts accounted for the majority of beach litter. Over 4,500 butts were scooped up by the volunteers this year. According to the Alliance, discarded cigarette butts contain cadmium, lead, arsenic and other chemicals that seep into the waterways. It was through the Alliance's collection of data that public policy regarding smoking on beaches in Chicago was able to be changed in an effort to reduce the volume of smoking related debris.

Conversely, the data on six-pack rings shows that they are a negligible amount of trash found on the beaches. While ring carriers are part of the environmental landscape, this year's data confirmed again, as it has every year, that ring carriers are not a significant cause of litter or animal entrapment issues.

Hi-Cone adopted Osterman Beach when it joined the Alliance for the Great Lake's Adopt-a-Beach program 19 years ago and Hi-Cone volunteers turned out in record numbers this year to clean the Lake Michigan Shore. Hi-Cone's Adopt-A-Beach was supported by Senn High School students who worked diligently and also conducted some of their own research. Notre Dame High School students were also on hand as well as neighbors of the beach. Volunteers were also joined by Illinois Rep. Harry Osterman, for whose mother, Kathy, the beach is named. Rep. Osterman is a regular Adopt-A-Beach supporter and his group of volunteers received an enthusiastic reception when they arrived with complimentary coffee early in the morning.

We had also special guest, the President/CEO of the Alliance for the Great Lake's, Joel Brammeier, who praised the effort and encouraged everyone to keep up the good work. "We were excited to see Joel Brammeier, the organization's president, at the clean-up and appreciate his taking time to convey support for the Osterman Adopt-a-Beach cleanup," said Hi-Cone's Julie Hoganson. "It's been one of most successful Adopt-A-Beach events to date. We had more of our Hi-Cone people come out to support the clean-up and collected more debris than we have in many years. Thanks to all of you in making this years clean-up such a success."