

## Press Release

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# Laird, Pellerin, Keeley to Help Start Cleanup Day

*Second annual cleanup gets underway Saturday*

Santa Cruz County's second annual Pitch In Community Cleanup Day will officially kick off at 10 a.m. on Saturday, May 10, 2025, with a short program hosted by the Coastal Watershed Council.

The event will launch a day of coordinated cleanups across the county — from Davenport to Pajaro Valley — designed to tackle litter and illegal dumping, while advancing the Trash Talkers' Pitch In initiative's bold goal of making Santa Cruz County the cleanest in California. The event will be held at the Coastal Watershed Council, 107 Dakota Ave., Santa Cruz. Parking is available on site and nearby on Dakota Ave.

Trash Talkers founder Sally-Christine Rodgers will open the program by highlighting the significance of the day and outlining the more than two dozen cleanup events taking place throughout the county. Coastal Watershed Council's Laurie Egan will welcome and speak to the importance of protecting and maintaining our shared natural spaces, including those in our urban areas like the Santa Cruz Riverwalk along the San Lorenzo River.

State Sen. John Laird, Assemblymember Gail Pellerin and Santa Cruz Mayor Fred Keeley will also make remarks, sharing how statewide and local efforts to eliminate litter are making a lasting impact. Other local dignitaries and officials (or their representatives) are expected to attend.

Volunteers will gather in groups across Santa Cruz County for cleanup events organized by dozens of neighborhood groups, schools, nonprofits, businesses, and community organizations.

Those interested in joining the cleanup effort can find full event listings and registration information at [www.pitchinsantacruz.org](http://www.pitchinsantacruz.org). Pitch In is a community-driven campaign that brings residents together to eliminate litter, reduce illegal dumping, and promote civic pride across Santa Cruz County.