



MIAMIBEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE
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Miami Beach Launches an Adopt-a-Beach Pilot Program *-- Community Effort on Keeping the Beaches Clean --*

Miami Beach, FL – ECOMB, in partnership with the City of Miami Beach, has begun an Adopt-a-Beach Pilot Program in Miami Beach. Interested organizations, local businesses, volunteer groups, and non-profits may apply to adopt a pre-defined section of beach for a one-year period.

An Adopt-a-Beach launch party will be held at The Palms Hotel (3025 Collins Avenue) on Tuesday, March 22 at 6:00 p.m. to raise awareness about the program and encourage local businesses to participate.

Come learn more about the Adopt-a-Beach Pilot Program. Local businesses, volunteer groups, and non-profits are encouraged to participate by adopting a specific section of beach to clean on a regular basis. Interested parties can browse the available locations and submit their permit applications on ECOMB's website (www.ecomb.org).

The Adopt-a-Beach program's goal is to raise awareness about the importance of keeping the beach and ocean free of litter through community action. Support the preservation of a clean, safe, and healthy beach environment and adopt a section of beach today. Community involvement in litter removal efforts helps foster a sense of individual pride and stewardship through the restoration and preservation of a common natural resource.

For more information about the Adopt-a-Beach Program, contact Luiz Rodrigues at 305.534.3825 or ecomb@ecomb.org.



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