



**Be Part of the Annual California Coastal Clean-Up Day  
on September 20, 2014**

***Pitch In Along CA's Highway 1 Discovery Route's Stewardship Travel  
Program - Ecotourism's Next Big Step***

**San Luis Obispo, CA – September 5, 2014**– Planning a Vacation along [CA's Highway 1 Discovery Route](#) in San Luis Obispo County? Make it a memorable one by participating in the annual [California Coastal Clean-Up Day](#) on Saturday, September 20, 2014. Join like-minded, caring individuals in the state's largest volunteer event along the coast, helping to keep the shores from becoming contaminated by trash and debris. If not removed, this trash can become harmful and even fatal to all manners of marine wildlife as well as a health hazard for humans.

**EVERY PIECE OF TRASH YOU REMOVE  
REVEALS SOMETHING BEAUTIFUL**



“Coastal Clean-up Day is a great way for families, students, service groups and neighbors to join together and take care of our fragile marine environment,” explains San Luis Obispo’s County Business Improvement District’s Stewardship Travel Director and seasoned adventurer Diane Strachan. “The Stewardship program offers many opportunities like this where travelers can show community support for our shared natural resources... and have fun doing something good.”

The country’s first [Stewardship Travel program](#) heralds California’s next step

in eco-travel with activities and adventures that make visitor's "feel good" while on vacation. Stewardship Travel embodies ecotourism's qualities of appreciation for place and culture, adventure, enjoyment and learning, but takes one step further by also providing exciting opportunities to participate in regional conservation and preservation. Caring travelers can easily add a meaningful activity to their vacation itineraries in ten destinations along CA's Highway 1 Discovery Route including [Ragged Point](#), [San Simeon](#), [Cambria](#), [Cayucos](#), [Los Osos/Baywood Park](#), [Avila Beach & Valley](#), [Edna Valley](#), [Arroyo Grande Valley](#), [Oceano](#) and [Nipomo](#).

A colorful activity map outlining more than 70 carefully created Stewardship activities and attractions along the famous [CA's Highway 1 Discovery Route](#) is available in Welcome Centers throughout California, as well as the many Hotels, Motels, B&B's and Vacation Rentals in WineCoastCountry.

For information on how to make the most of your stay in WCC, visit [CA's Highway 1 Discovery Route website](#), keep up to date with our [blog](#), join us on [Facebook](#) and follow us on [Twitter](#).

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## High Resolution Photos Available

### Media Contacts

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