

2025 COASTAL CLEANUP PROMOTIONAL TOOLKIT



Thank you for helping to spread the word about Coastal Cleanup 2025! Together, we can reach our goal of recruiting thousands of volunteers to remove litter in San Mateo County on September 20th and throughout the month!

What's Included

- Social media posts (English, Spanish)
- Newsletter text (English)
- Images (English, Spanish)
- Posters (English, Spanish)

How To Use

- Copy & paste text
- Download images
- Download posters
- Mix & match text/images
- Post on your platforms

Follow & Share

- Facebook
- Instagram
- X

@smchealth



SAN MATEO COUNTY HEALTH
**ENVIRONMENTAL
HEALTH SERVICES**

 (650) 388-2096



 ctran1@smcgov.org


 smchealth.org/ccd


Social Media Text

English


POST #1


  Ready for an adventure? Hunt for “trash treasures” and help keep our coast clean.

 September 20, 2025 | 9am - noon

 Find a cleanup site near you → smchealth.org/ccd
@smchealth


POST #2

 Bring your family, friends & neighbors! Clean up together and help keep our coast clean.


 Sept 20, 2025 | 9am - noon

More info: smchealth.org/ccd @smchealth

POST #3

Together, we can make a difference! Be part of the world’s largest cleanup. Every piece counts - remove trash, save wildlife, and make an impact.  Sign up to volunteer at smchealth.org/ccd
@smchealth

POST #4

Can’t make it to Coastal Cleanup Day on September 20th? No worries! You can still participate by holding a self-led cleanup. 
Learn more at smchealth.org/ccd @smchealth



Social Media Text

English | Spanish

POST #5

🧻 More than 1.8 million volunteers have removed over 27 million pounds of trash from beaches and inland waterways across our state. Join the Trashure Hunt this California Coastal Cleanup Day, coming up September 20, from 9 a.m. - noon.

smchealth.org/ccd @smchealth

POST #6 (Spanish version of #5 above)

🧻 Más de 1.8 millones de voluntarios han recogido más de 12.7 millones de kilos de basura de playas y vías fluviales de todo el estado. Únete a la Búsqueda de Basura este Día de Limpieza Costera de California, el 20 de septiembre, de 9:00 a.m. a mediodía.

smchealth.org/ccd @smchealth

POST #7

🌿 It's easy to do a beach cleanup. Or a park, creek, waterfront, or trail cleanup. Join California Coastal Cleanup Day on September 20th.

smchealth.org/ccd @smchealth

POST #8 (Spanish version of #7 above)

🌿 Es fácil participar en la limpieza de la playa, de un parque, arroyo, río, costa o sendero. Únete al Día de Limpieza Costera de California el 20 de septiembre.

smchealth.org/ccd @smchealth



Newsletter/Web Text

English

Save the date: September 20th 9 a.m. – noon

Grab your 🧤 gloves and 🪣 bucket – it's time for the 41st annual Coastal Cleanup!

Whether you're a seasoned volunteer or new to the cleanup event, this is your chance to protect San Mateo County's environment, neighborhoods, and wildlife by reducing litter.

You never know what surprising items you might find while cleaning up – past volunteers have found a 🦆 wooden carved duck, 🎮 magic 8 ball, and even a 💵 \$900 check! One thing's for sure – none of these items belong in nature.

💡 This year be on the lookout for a wooden treasure chest at various cleanup locations. *Finders of the treasure chest will receive a prize!* 💡

Ready to cleanup?

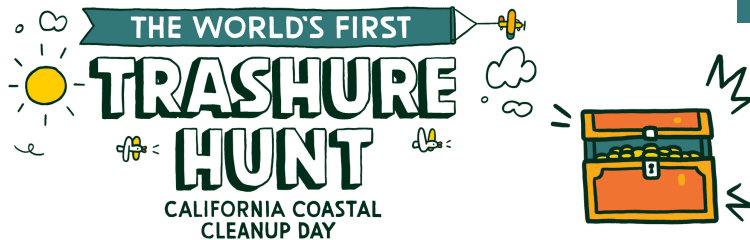
- 📄 Visit smchealth.org/ccd to sign up for a cleanup event near you or
- Lead a self-led cleanup in your neighborhood any time of the year! Visit smchealth.org/cleanup for more information.
- On the day of, remember your:
- ✅ Sun protection
- ✅ Reusable items – water bottle, gloves, bucket, trash grabbers
- ✅ Phone with the [Clean Swell app](#) downloaded to track your trash

🌟 Ready to go the extra mile?

A lot of the trash that gets removed on Coastal Cleanup is made from plastic like bottles and caps, bags, small foam pieces, and food wrappers. Coastal Cleanup can start at the grocery store by purchasing items in bulk and using reusable containers so that when you're ready to take your snacks and beverages on the go there is no chance that a gust of wind sweeps your empty chip bag away.



Images



**DÍA DE LA LIMPIEZA
DE LA COSTA
DE CALIFORNIA**



**JOIN THE HUNT FOR CLEANER COASTS
- AND CAN'T MISS, COVETED PRIZES**

Please see the asset folder for additional image options. New content will be added to the folder as received from the California Coastal Commission.

Thank you for helping to promote Coastal Cleanup!

[Asset Folder
Click Here](#)

