



## Media Release

Embassy of Australia  
Office of Public Affairs  
Washington DC

FOR IMMEDIATE RELEASE  
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### **Embassy of Australia joins with National Geographic to CLEAN UP THE WATERFRONT**

On Saturday 13 September, members of the Embassy community will join together with National Geographic Society staff and members, local schoolchildren, and concerned Washington, D.C. residents to clean up the Anacostia Riverfront under the direction of Earth Conservation Corps.

“Clean Up the Waterfront” is among a multitude of events held globally during the month of September as part of “Clean Up the World”, a 16-year-old, community-based environmental program that empowers communities and individuals from every corner of the world to clean up, fix up and conserve their environment.

This year’s Clean Up the World theme is “Start Today...Save Tomorrow...Clean Up Our Climate” – emphasizing the impact that grassroots community efforts like Clean Up the Waterfront can have on our planet’s future climate and wellbeing.

On Saturday, after a tour of Earth Conservation Corps and an environmental education session, participants will divide into groups for two hours of intensive service. Some participants will engage in water-based cleanup of the Anacostia River, while others will tackle land-based cleanup on the Riverwalk Trail.

Ms Kim McKay, co-founder of Clean Up the World, will be on hand on to help in the efforts and to talk about her new book, *True Green Kids*. Together with fellow environmental advocate Ms Jenny Bonnin, Ms McKay has co-authored a series of practical, everyday guides to reducing your environmental footprint. *True Green* and *True Green at Work* have already been released in the United States, and *True Green Home* is expected to be released in Australia in October. Ms McKay is a regular media commentator on environmental issues and practical environmental action.

Clean Up the World was launched globally in 1993 by yachting champion Ian Kiernan and Ms McKay after they organized several successful “Clean Up Australia Days” in their home country. With the support of the United Nations Environmental Programme, Clean Up the World has grown to include an estimated 35 million people in more than 100 countries. The Embassy of Australia has organized several Clean Up the World activities – most recently an overhaul of Marvin Gaye Park in Northeast Washington, D.C. in September 2007. For more information, please visit [www.cleanuptheworld.org](http://www.cleanuptheworld.org).

Earth Conservation Corps is an AmeriCorps service program that was founded by documentary filmmaker Bob Nixon in 1992. Their mission is to empower local youth by engaging their minds and muscles in the restoration of the Anacostia River. Approximately 320 ECC members, aged 17-25, have volunteered more than 250 thousand hours of community service to restoring the riverfront that is their backyard. For more information, please visit [www.ecc1.org](http://www.ecc1.org).

**WHAT:** Team cleanup of the Anacostia River in honor of Clean Up the World Day  
**WHEN:** Saturday, September 13, 9:00 am – 2:00 pm  
**WHERE:** Earth Conservation Corps, Matthew Henson Center, 2000 Half St SW  
**WHO:** Embassy of Australia, National Geographic, Earth Conservation Corps,  
concerned citizens