



Boating, the lifestyle of South Florida!

2312 South Andrews Avenue Fort Lauderdale, Florida 33316
Phone: 954-524-2733 Fax: 954-524-0633 www.miasf.org

FOR IMMEDIATE RELEASE

Contact: Melanie Daily **Phone:** (954) 524-2733

Join MIASF “Where Green Meets Blue” at the 33rd Annual Waterway Cleanup presented by the Florida Inland Navigation District Saturday, March 6, 2010

FORT LAUDERDALE, FL (February 8, 2010) – The Marine Industries Association of South Florida (MIASF) is pleased to announce its partnership with the Florida Inland Navigation District for the Association’s and Broward’s 33rd Annual Waterway Cleanup. The event is scheduled for 9 a.m. to 1 p.m. Saturday, March 6, 2010 at a total of 26 designated cleanup sites across Broward County. The event’s tagline “Where Green Meets Blue” reflects the ideals of environmental responsibility the marine industry community has consistently demonstrated since the event’s inception.

This year, MIASF strongly encourages all volunteers to pre-register for their nearby site through www.waterwaycleanup.org. Not only is this newly implemented process going to streamline check-in at each site, it is also going to guarantee that every volunteer that pre-registers online and checks in at their site before 10 am on March 6 gets a commemorative event T-shirt.

Waterway Cleanup also has an internet presence through Facebook. Each volunteer is encouraged to become a fan of the Facebook page in order to stay updated on the latest event news. “I am really excited about the Facebook page,” said Ruth Myles, a Broward County Resident, community volunteer, and Waterway Cleanup Committee Chair for the MIASF. “Nearly everyone is on Facebook and I feel it is a great and innovative way to spread the word about the event.”

The Annual Waterway Cleanup is Broward County’s largest environmental public awareness campaign and community effort to keep our waterways clean. Each year this event attracts over 2,000 volunteers from many neighborhoods and communities throughout Broward County. People of all ages come out in their boats and along the shores to clean all kinds of debris from the waterways.

In addition to the presenting sponsor Florida Inland Navigation District, major local business,

-continued-



Boating, the lifestyle of South Florida!

33rd Annual Waterway Cleanup...page 2 of 2

government agency and civic organization sponsors to date include: Poster Artist Carey Chen; partner sponsors Broward County Environmental Protection Department and Publix Supermarkets; exclusive flag sponsor Coral Springs Improvement District; first mate sponsors Keep Broward Beautiful, National Save the Sea Turtle Foundation, Advanced Mechanical Enterprises, and Star brite; second mate sponsors J.M. Family Enterprises, Myers Myers and Adams Advertising, FlexSol Packaging Corp, Florida Marlins Community Foundation, and Safely Moored LLC; deck hand sponsors South Florida Water Management District, Total Marine Solutions, Headhunter Inc., and Southeast Florida Coral Reef Initiative.

The MIASF is a not-for-profit trade organization created in 1961 to promote and protect the sound growth of the marine industry in South Florida for the benefit and education of its members, the community and the environment.

For more information about the 33rd Annual Waterway Cleanup or the MIASF, contact Melanie Daily, Public Relations and Event Coordinator at (954) 524-2733, melanie@miasf.org, or visit www.waterwaycleanup.org.

###