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Jekyll Island Authority to Host Beach Sweep At Great Dunes Park and Announce New Adopt-A-Beach Program on Earth Day

JEKYLL ISLAND, April 21, 2011- In honor of Earth Day this Friday, the Jekyll Island Authority will be hosting a Beach Sweep over at Great Dunes Park from 8:00 a.m. to 10: 00 a.m. Community volunteers will join the Jekyll Island Authority, Keep Brunswick-Golden Isles Beautiful and the Coastal Regional Commission of Georgia (CRC) Ride Share Division in making a clean sweep of the beach area neighboring Great Dunes Park.

“Jekyll Island is known for its breathtaking natural landscapes, including its miles of unspoiled beaches,” stated JIA Executive Director Jones Hooks. “The Jekyll Island Authority has made the preservation and conservation of those particular aspects a top priority. I’m thrilled we are hosting this event, and have such great community involvement. I look forward to more activities like this in the future.”

“We are extremely pleased that the Jekyll Island Authority has shown so much proactive involvement in maintaining the upkeep of their beaches,” stated Keep Brunswick-Golden Isles Beautiful Executive Director, Marsha Smith. “It’s exciting to see that transpire into an activity that has the potential to engage the entire Golden Isles community.”

Additionally details regarding the JIA’s new Adopt-A-Beach Program will be announced at the Earth Day event. The College of Coastal Georgia has officially signed on to be the first volunteer group to adopt a 1-mile stretch of the 10 miles of Jekyll Island beach. Volunteer groups of the program will essentially agree to remove litter from their mile of beach at least four times a year for a two year period. The JIA will erect a sign at all designated areas with the Adopt-A-Beach logo and each volunteer group’s name.

"The College of Coastal Georgia is proud to be Jekyll Island Authority's first partner in their Adopt-A-Beach Program," stated College President Valerie Hepburn, Ph.D. "Our students, faculty and staff are incredibly passionate about the Georgia coast. This is an excellent opportunity to channel that passion for a cause integral to the quality of life for the citizens and visitors to Coastal Georgia. We are ready to head for the beach and get started."

In addition to Adopt-A-Beach information, organizations such as CRC, Keep Brunswick-Golden Isles Beautiful and the Georgia Sea Turtle Center will all have informational tables set up at the Friday Earth Day Beach Sweep.

“We had great participation earlier this month at the College of Coastal Georgia Ultimate Beach Sweep and anticipate a very enthusiastic group of volunteers this go around as well,” stated JIA Event Marketing Assistant Nancy Kring Rowan. “We’re looking forward to this Beach Sweep and the beginning of our new Adopt-A-Beach program.”

