

## Fairmont Gets Dirty - California Coastal Clean-Up Day

2008-09-23

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One thousand colleagues of California Fairmont Hotels & Resorts accompanied by friends, family members and recruits scoured the state's inland waterways and beaches for litter last Saturday, September 20, 2008 as part of the 24th annual California Coastal Cleanup Day.

Working with the California Coastal Commission Fairmont led five drop-in cleanup sites (Newport Beach, Santa Monica, San Jose, San Francisco and Sonoma) across the state where volunteers hauled off everything from cigarette butts to a dishwasher. Fairmont employees, friends and families collected over 8 tons of trash and recyclables from around the state.

Lending strength and stability to the Coastal Cleanup Day Program as a corporate sponsor, Fairmont Hotels & Resorts provided financial and promotional support and committed volunteers, which allowed Coastal Cleanup Day to gain tremendous momentum.

With 70% of the cleanup sites reporting, the statewide count stands at 55,634 volunteers, which should approach the event goal of 60,000 volunteers. Those volunteers picked up 635,574 pounds of trash and an additional 106,581 pounds of recyclable materials, for a total of 742,154 pounds.

'California Coastal Cleanup Day is the state's premier volunteer event and Fairmont Hotels & Resorts of California is a proud sponsor of this effort, says Tom Klein, Regional Vice-President of Operations and General Manager at the Fairmont San Francisco. Over a century ago Fairmont Hotels & Resorts was founded on an enduring connection to the land, communities and people where we do business. Energizing our commitment to 'think globally and act locally', we are proud to support hotel-based environmental initiatives that encourage partnerships and learning while addressing a universal environmental issue in a way that hits close to home. Coastal Cleanup Day teaches all Californians that our everyday actions have broad implications for the well-being of our oceans and the habitat and wildlife that depend on them. Fairmont's Green Partnership Programs work in concert with efforts like California Coastal Cleanup Day to increase recycling efforts and protect our environment.'

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