

# **BHL** Banks Holdings Limited

NEWS RELEASE  
September 19<sup>th</sup> 2009

## **Over 3,500lbs of debris removed from Long Beach**

FOR THE FOURTH CONSECUTIVE YEAR, the Barbados Bottling Company Limited (BBC) has partnered with the Caribbean Youth Environment Network's (CYEN) Barbados chapter to coordinate and execute the cleanup of Long Beach, Christ Church. This year's event took place on Saturday, September 19<sup>th</sup> in support of International Coastal Clean-Up (ICC) Day.

Over 100 volunteers from across the BHL Group and CYEN removed approximately 3,500lbs of debris and garbage during the three-hour effort.

Coca-Cola Brand Manager, **Clifford Gooding-Edghill** noted, "The ICC is The Coca-Cola Company's premier litter abatement partnership and we were proud to once again partner with the CYEN. We were pleased to note that the volume of trash on the beach was significantly reduced as compared with last year when we removed over 6,600lbs. We view this as an encouraging sign that Barbadians are playing great attention to the preservation of their environment. Our hope is that one day coastal clean-ups will be a thing of the past because Barbadians will no longer litter their beaches."

Barbados joined with over 80 countries across the globe participating in the world's largest single-day volunteer effort to cleanup the marine environment- International Coastal Cleanup Day.

The Barbados effort formed part of an ongoing international coastal campaign supported by The Coca-Cola Company. The Coca-Cola Company has supported the Ocean Conservancy's International Coastal Cleanup initiative for 14 years, during which time millions of pounds of trash and marine debris has been removed from thousands of miles of shoreline around the world.

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**PIX CAPTION:**

*Volunteers from across The BHL Group and the Barbados chapter of the Caribbean Youth Environmental Network (CYEN) removed over 3,500lbs of garbage and debris from Long Beach, Christ Church.*



**PIX CAPTION:**

*This group of volunteers worked together to remove debris from the beach.*