

Event Clean Up The World 2008 – Worldwide Clean Up Day – Final Relatory

More cities, more volunteers, more supporters; much more press. Brazil is cleaner, more conscious. The Clean Up The World Campaign keeps being a big success

At 20th September of 2008, Saturday, this was another Action with a big group of people who are really worried about the quality of life of the Humanity, and also, of the preservation of the sea life. It is happening with its sixth consecutive edition. The Global Theme of this year, according to the ONU/UNEP/ Clean Up The World Australia is: **Start Today to Save Tomorrow.**



Since 2003, the JW Marriott and its Staff and Volunteers are all opened to show the Diference

At Rio de Janeiro, in Copacabana, the Event started with the national link "alive" named **Fala Brasil**, of the Rede Record Television. At the famous beach well-known as "Princesinha do Mar", the group of the JW Marriott RJ surprised everyone, one more time.

It had also the innovation of the Akti Juice, that has done a vast degustation at Carioca beaches. At São Conrado Beach, the employees of the Intercontinental Hotel are strongly together for the fifth consecutive year.



Intercontinental Hotel's Staff does a wonderful work at the São Conrado beach - RJ



A very big Group of Volunteers at Barra da Tijuca do their "work"!! Congratulations to all!

At Barra da Tijuca big smiles were all around of a beach of 32 km with its volunteers, being recorded of the Program named "+ Fashion", and media periodicals, beyond the participation of new NGOs, diverse athletes, students of surfing schools, and employees of the RJRefreshcos/Coca-Cola.

Students and teachers of the UCB University, one more time, Recreio dos Bandeirantes beach, made the difference. In Ipanema, the partners NGOs, Greenpeace and Together for Peace had a shinning participation; they had until voluntaries dressed of shark and octopus´s fantasies, calling attention of the swimmers, athletes and the people who works daily at the beaches.



Greenpeace and Together for Peace at Ipanema – RJ left a cleaner Ipanema!

at



The Clean up Sepetiba found less garbage at the local the beaches

At Sepetiba, the best victory - told by our coordinator, Magali Jordão, is that a little garbage (compared to the previous Campaigns) was found at the local beaches! With 13 participants, the big part of this trash found was flexible connecting rods.

At the Islands of Paquetá and the Governor (Bay of Guanabara) the "heroic volunteers", with strong support of the Municipal Guard, had really made the difference with groups of diverse ages and had shown the importance of the emergencial cleanness in those places - that urgently need special care and attention of everyone.



Cleaning Campaign at the Paquetá Island - RJ, organized by the Municipal Guard. Congratulations to all!!

The great surprise in the Rio de Janeiro was the noble participation of the Group of Divers "Piratas do Mergulho", organized by the coordinator Claudio Pinto. This Campaign, at Praia Vermelha, reported very surprising items collected. With the participation of 05 divers, 60 kilos of garbage had been collected. At the garbage, some items were: cars batteries, mobile phones, places setting, nets of fish, between others.

At Cabo Frio (Região dos Lagos - RJ), the city showed one more time that they are an example at its region. The "Green Team" of volunteers, organised by the Local City Hall - Environment and Fishing Department - gathered 650 people and collected 02 tons of garbage.



For the fifth consecutive year, the people of the Local City Hall of Cabo Frio - RJ shows how big is loving the Environment!



Trash collected at Cabo Frio - RJ



Local Surfers at Saquarema – RJ say their Alert shout

The Action in Saquarema - the Surfing Capital – was organised by local surfers, athletes, etc. They joined their hands and gathered 40 volunteers. They had collected 600 kilos of garbage. Toys had been made of a great part of the garbage collected in this region.

At the Pampulha Lagoon (Belo Horizonte - MG) it had until the "War of the Garbage". Some NGOs "forbade" the collection of residues to the group of volunteers formed for the local coordinator, Juliano Macedo; what much surprised us. The group of Juliano showed the difference to all (local City Hall, NGOs and the press) and done a noble work with the support of the Arco Hotels and its employees. It was a total of 35 people, who had collected 250 kilos of garbage at the entrance of the Belo Horizonte's Zoo. Together with the Policy of Environment of Belo Horizonte, the same Group had rescued one Heron and a Turtle. As a first Event in this locality, the experience was fantastic; and already promises expansion in our next national Action, the EcoNatal Event 2008 - Summer with Beaches, Rivers, Seas, Lakes and Lagoons Cleaned 2009 (that it will happen at 20th dezembro/08, a Saturday).



Juliano Macedo and his Group, at the Pampulha Lagoon – BH defend "their Lagoon" and show the difference!! Congratulations!!



At the neighborhoods of the Paranoá Lake - DF, Ecoatitude and Caenge Ambiental made a gorgeous work in favor of a cleaner Environment

Brasilia, Federal District. Total success, per the fifth consecutive year. In the neighborhoods of the Paranoá Lake and of the JK Bridge, the wonderful Group coordinated by Ecoatitude and Caenge Ambiental was strongly presented with its 374 volunteers and 28 divers; 1,800 kilos of garbage had been collected (whose its bigger part was plastic). They had also collected material made by: iron, glasses, pieces of vehicles, sanitary wares, clothes, tires, remaining portions of forwardings. Places where the CUW Brasilia occurred: Paranoá Lake - deep and surface - Waterfall of the Tóróró, Blue Well, Cedar Lagoon, APA of the Zoo of Brasilia. The Action had a strong participation of the Press; as TV Globo, Rede Record and other electronic and press medias in general.

At the South of the country, Santa Catarina, the employer Leonardo Pagotti - of the Pousada Pedra Salgada - believed at this noble cause, passed by obstacles, and joined 159 volunteers, who had collected 237 kilos of garbage in diverse beaches of the locality of Bombinhas - SC. The Campaign, that happened for the first time, had full success.



Leonardo Pagotti, of the Pousada Pedra Salgada, and his Group, at the locality of Bombinhas - SC took care of amazing local beaches. Let's go!

With so much rain in the Southeastern region of Brazil, Vitória - Espírito Santo (ES) also participated with its 24 volunteers, collecting 20 kilos of garbage at the beach of Camburi. The local coordination is Fábio Zanardi, of RJRefrescos of Vitória.



Groups in Action at Vitória – ES, organized by the employees of RJRefrescos / Coca-Cola are happy to watch their beach cleaner!

The Clean Up 2008 had plus a new wonderful expansion. After the accomplishment of the Conference in Porto Seguro - Bahia, it had many beach adhesions and its extremities; new local volunteers and supporters. Because of the bad weather and rains at Bahia, the Event there was transferred to 27th September; happening in some local beaches, coordinated by the activist and employer, Maria Isabel Chaves, of the Côco Bahia Company. 465 volunteers had been congregated, who had collected a ton of garbage. This was a special "start" in this gorgeous Brazilian tourist region.



Maria Isabel Chaves, of the Côco Bahia, said the Alert Shout at Porto Seguro – BA, done their part and showed the difference for a better Brazil; more conscious. Congratulations!!

In Salvador - Bahia the Action happens since four consecutive years, coordinated by the partner NGO, named Jogue Limpo. At the moment we are waiting the data of the Cleanness in this locality. The same ones will be sent soon.

Numbers of volunteers for each locality and numbers of collected garbage:

| Locality | Number of Volunteers | Quantity of garbage in kgs |
|-------------------------|----------------------|----------------------------|
| Sepetiba - RJ | 13 | 150 |
| Saquarema - RJ | 40 | 600 |
| Copacabana - RJ | 500 | 1500 |
| Ipanema - RJ | 45 | 300 |
| Praia Vermelha - RJ | 5 | 60 |
| Barra da Tijuca - RJ | 350 | 1500 |
| Paquetá - RJ | 45 | 300 |
| Ilha do Governador - RJ | 10 | 50 |
| Cabo Frio - RJ | 650 | 2000 |
| Brasília - DF | 402 | 1800 |
| Porto Seguro - BA | 465 | 1000 |
| Vitória - ES | 24 | 20 |
| Santa Catarina - SC | 159 | 237 |
| Belo Horizonte - MG | 35 | 250 |

Salvador Pending

Grand total (without the data of Salvador - BA): 2,803 Volunteers and 10,167 kilos of garbage collected.



PS - Many volunteers and collected kilos of garbage had not been entered, as many bags are delivered to the local people who have their business at the beaches.

Some people gather the Event at the moment of the Action, and normally remove about two tons of garbage of the nature. Each locality gave the trash's destination to the sanitary aterros, and places for treatment. Part of the general garbage was reused and recycled by local cooperatives.

We immensely thank and congratulate all for the brilliant participation, effort and devotion in plus this beautiful World-wide Campaign. A DVD with the Event's best images will be sent soon.

Special Thanks for the following supporters of this Worldwide Campaign Brazil:

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Congratulations to all one more time!

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