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FOR IMMEDIATE RELEASE

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Keep Manatee Beautiful, Bradenton Area Convention & Visitors Bureau team up to co-sponsor Love it Like a Local Beach Cleanup

Local volunteers invited to October 15 cleanup event at Coquina Beach

MANATEE COUNTY, FL (Sept. 8, 2022) – The Bradenton Area Convention and Visitors Bureau (BACVB) has partnered with Keep Manatee Beautiful to host the Love it Like a Local Beach Cleanup on Saturday, October 15 from 9 a.m. to 2 p.m.

Online registration is available [here](#). The first 100 volunteers who register online will receive a commemorative long-sleeve rash guard.

“We typically have great participation for our monthly cleanup events, but we’re expecting a tremendous turnout for the Love It Like a Local cleanup,” said Jennifer Hoffman, Keep Manatee Beautiful Executive Director. “It’s such a great opportunity for this community to come out, spend time together and care for the coastal areas that enrich the lives of the people who call this home.”

The [Love It Like a Local](#) campaign began last year and encourages visitors to respect our community, providing helpful tips to keep our beaches and waterways clean, conserve energy, protect wildlife, support local businesses and more.

“Love it Like a Local is a campaign we started to encourage visitors to love our beaches as if they lived here year-round,” said Kolby Gayson, Marketing and Communications Director for BACVB. “We were looking to take Love it Like a Local to the next level to further implement the campaign as a true initiative for our destination. The partnership with Keep Manatee Beautiful seemed like a no-brainer for us to continue to promote the importance of sustainable tourism, not only on a national and international level, but also here in our own back yard.”

Volunteers are asked to assemble at Coquina Beach south on Saturday, Oct. 15. A safety briefing will begin promptly at 9 a.m. Then, groups will be shuttled to locations along Anna Maria Island where they will clean up trash and debris.

To learn more or set up an on-site interview during the event, please contact BACVB Communications Manager, Nicholas Azzara at Nicholas.Azzara@BACVB.com (941) 729-9177, ext. 3917, Jennifer Hoffman, Executive Director, Keep Manatee Beautiful at keep@manateebeautiful.com, (941) 795-8272

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The **Bradenton Area Convention & Visitors Bureau** promotes tourism to Bradenton, Anna Maria Island and Longboat Key through domestic and international advertising, public relations and marketing efforts. Located on Florida's West Coast, the destination is known for its unspoiled beaches, rich history, the easy pace of island life and a downtown energized with arts, culture, discoveries and more. Get ready to immerse yourself into all the sites, smells, flavors and surprises that make the Bradenton Area a one-of-a-kind destination. For more information visit www.bradentongulfislands.com.

Keep Manatee Beautiful is a nonprofit organization that inspires community involvement through its commitment to making Manatee County a cleaner and more beautiful environment. Established in 1991 as an affiliate of Keep America Beautiful and Keep Florida Beautiful, [Keep Manatee Beautiful](#) has developed networks of volunteers who help provide grassroots solutions to littering, recycling, illegal dumping, beautification and solid waste disposal.