

# *Final Report*



A publication of the Coastal Coordination Council pursuant to National Oceanic and Atmospheric Administration Award No. NA11NOS4190107.



**Contract: 12-144-000-4833**

## **Project Name: The Texas General Land Office Adopt-A-Beach Marine Debris Public Relations Campaign**

### **Entity: Texas General Land Office Adopt-A-Beach Program**

#### **Project Description:**

The goal of the Texas General Land Office Adopt-A-Beach program is to remove marine debris from the Texas shoreline and promote coastal stewardship through education and outreach. The program's mission is to protect Texas beaches. The Texas General Land Office's Adopt-A-Beach program utilizes an educational outreach campaign to increase public awareness of the threats marine debris pose to the Texas coast, and spur volunteer participation in the program's coast wide cleanup efforts.

While other litter campaigns may also focus on public education and awareness related to marine debris, the Adopt-A-Beach program is unique in its ability to organize coastwide cleanups generating thousands of volunteers that remove nearly 500 tons of debris from the Texas coast, annually. An Adopt-A-Beach volunteer "summit" was held in 2012, providing a central opportunity for current and new volunteers to share ideas, renew interest in program participation, and promote networking amongst volunteers. In addition to the project outcomes, the results of this initiative had and will continue to have a direct impact on supporting the Texas coastal eco-tourism economies and protecting the fragile coastal environments

#### **Summary of the public awareness and educational outreach campaign efforts that have been addressed through CMP Cycle 16 grant funds are as follows:**

##### **Task 1 Description:**

**Development of a new statewide educational marketing and branding campaign designed to increase awareness of the dangers of marine debris.**

##### **Kick-off campaign with advertisements in printed publications and various social media outlets.**

A full page ad was placed in the Texas Highways January 2012 edition. Various online ads were placed in each of the following markets: Beaumont – The Beaumont Enterprise, Houston – The Houston Chronicle, Victoria – The Victoria Advocate, Corpus Christi – The Caller Times, The Rio Grande Valley, The Brownsville Herald and The Valley Star – Harlingen. Press promotions kicked off the grant cycle with a press release distributed statewide, press releases were done throughout the cycle of the grant. Reusable grocery bags were printed and distributed at community events throughout the year. Auto litter bags with an educational message were printed and distributed throughout the cycle of the grant at community events and beach cleanups.

**Task 2 Description:****Hold a video contest tasking high school students.**

The contest began in January of 2012 and wrapped up shortly before the April beach cleanup. The students were asked to craft and produce an Adopt-A-Beach video Public Service Announcement (PSA) educating the public about marine debris. The theme of the contest was “Trash Travels” and the program asked high schools in the Hill Country region to have their students show how the behaviors in the Hill Country directly impact the Texas coast. Although there were a limited number of entries submitted, all students understood the message well and it made it a difficult task for the judges to award the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners. Two honorable mentions were also named in the contest.

The winning PSA was shown on the local YNN station in Austin, Texas that targets viewers in the Hill Country area. The winning PSA’s were also placed on the Adopt-A-Beach program’s website and YouTube. The winning video can be viewed at the following address:

<http://www.youtube.com/watch?v=DhdgJYMxcis>

The General Land Office’s press office also promoted the contest with press releases distributed throughout the Hill Country area.

**Task 3 Description:****Create a complete advertising campaign to raise public awareness and promote the Texas Adopt-A-Beach program.**

The campaign focused on educating teachers, students, the media and the general public of the potential risks associated with- and how to reduce marine debris. Lesson Plans were developed for students in Kindergarten through 8<sup>th</sup> grade. Six simple plans were developed and distributed at the annual Conference for the Advancement of Science and Teaching (CAST) in Corpus Christi in November 2012. The plans have been a huge hit and other state agencies and non-profit groups have requested the materials to use in their work. The plans were also placed on the Adopt-A-Beach program website for parents and teachers to download and use at home or in the classroom. Lessons plans can be viewed and downloaded at the following address: <http://www.glo.texas.gov/adopt-a-beach/learn/lesson-plans.html>

Task 3 also focused on website re-design with a focus on informing and educating targeted audiences, and increasing traffic to the Adopt-A-Beach website. The website now targets genders, adults and children with a medium to low English literacy level better than before. The website can be viewed at the following link: <http://www.glo.texas.gov/adopt-a-beach/index.html>. In addition, a coordinator log in section was developed for site coordinators to download information and forms. Furthermore, the online registration form was redesigned to a more user friendly form providing the ability to track registrations into specific categories. This will assist Adopt-

A-Beach program staff in understanding how well their outreach efforts work. The General Land Office's press office promoted the launch of the new website and lesson plans in October 2012.

Also, as part of task 3, online and print ads were placed in the Rio Grande Network area to promote the 2013 Winter Texan Cleanup held on Friday, February 8<sup>th</sup> at Edwin Atwood Park in Cameron County. There was an increase in participation this year as 135 participants removed 5,400 pounds of trash from 5 miles of coastline at South Padre Island. This is normally a Winter Texan cleanup targeted to snowbirds in the Rio Grande Valley for the winter; however, a high school group from San Benito also joined efforts and helped to clean an area that normally does not get cleaned at this particular cleanup. Online ads were placed in the Corpus Christi Caller Times newspaper to promote the Coastal Bend Winter Cleanup, held on Saturday, February 9, 2013. The largest turnout in this 9<sup>th</sup> annual event took place at five sites in the Corpus Christi and surrounding areas. A total of 468 volunteers helped remove 14,103 pounds of trash from 25 miles of coastline. Results of past cleanup efforts can be viewed at the following address: <http://www.glo.texas.gov/adopt-a-beach/cleanups/results.html>

**Task 4 Description:**

**Organize and host a one-day marine debris summit in Galveston, Texas.**

The summit was held on January 13, 2012. A host of well informed speakers spoke on an array of topics that deal with marine debris. Dr. Sylvia Earle was the keynote speaker. The 300 attendees included the general public, Beach Guardian groups, local government and community leaders, non-profit organizations, and corporate participants and sponsors. The summit provided a platform to share information about efforts to reduce beach litter, train Adopt-A-Beach volunteer coordinators, build program awareness and increase issue-based networking opportunities for program participants. Online and printed ads and press releases were all done to help promote the summit.

**Task 5 Description:**

**A one-day training and appreciation workshop for program Adopt-A-Beach volunteer county site coordinators.**

A one day training for volunteer coordinators took place on January 12, 2012. The training focused on introducing all coordinators to become familiar with each regional site coordinator and build a network to share information, supplies, and assistance. Training also included Adopt-A-Beach program specific training, as well as the importance of reporting data tracked through beach cleanups with a presentation by the Ocean Conservancy. Media training was provided for the coordinators to become more at ease on the camera when conducting interviews about their cleanups. The last activity of the day included a presentation on how to build a monofilament line recycling bin. Each participant made their own bin to take home with and use in their community. A total of 49 site coordinators and 10 other Adopt-A-Beach related personal attended the training. An awards ceremony followed where the program handed out service awards to its volunteer coordinators.

# NATION

## Virginia museum unwrapping mummy's story with CT scan

BY MICHAEL FELBERBAUM  
THE ASSOCIATED PRESS



STEVE HELBER/  
THE ASSOCIATED PRESS

RICHMOND, Va. — Using modern technology, a Virginia museum is working to unwrap the story behind one of the earliest surviving Egyptian mummies.

The Virginia Museum of Fine Arts in Richmond partnered this week with a medical imaging center to complete a CT scan on Tjeby (CHEH-bee), its 4,000-year-old mummy, in hopes of piecing together more information about the mummy itself and better understanding the early history of the mummification process.

While it isn't the first time a mummy has gone under the digital knife, only a handful from the time period have been examined in this fashion. The information gathered will help provide greater detail of the body, create a 3-D digital model and even reconstruct the face of the mummy that has been on display off and on since being acquired by the museum in 1953.

Little is known about Tjeby, who was buried in a rock-cut tomb at a site known as Sheikh Farag in upper Egypt and excavated in 1923.

What museum officials do know is that he dates to between 2150 and 2030 BCE, a time of instability in Egypt, with the breakdown of central authority and economic decline. Previous research suggests Tjeby was 25 to 40 years old when he died.

Experts hope a closer look at data will help piece together more biographical information, such as Tjeby's specific age, diet and cause of death. They also will look at the materials used to mummify the body and the amount of soft tissue that has survived, and will determine whether organs have been removed, as they were in mummies from later periods.

Researchers say the

A three-dimensional image of a CT scan from a 4,000-year-old Egyptian mummy called Tjeby, from the Virginia Museum of Fine Arts, is shown at the HCA Virginia Imaging center in Richmond, Va.

technology allows them to learn about the mummy in remarkable detail without invasive or damaging procedures.

"It's easier to unlock that door of mystery to discover the secrets of the past," said Alex Nyerges, the museum's director. He anticipates incorporating information gleaned from the scan into the display of the mummy, which also includes its coffin and other artifacts from inside, such as a model of a boat and a granite statue.

The first mummy CT scan took place in 1977. But back then — and even when Tjeby had his first imaging scan in 1986 — the technology was fairly primitive, and little could be seen, said Jonathan Elias, director of the Akhmim Mummy Studies Consortium, a Pennsylvania-based organization that has collected imaging data on about 30 mummies and offered to help the Virginia museum analyze its information.

## New headquarters bids to end agency rivalry

BY MICHAEL TARM  
THE ASSOCIATED PRESS

CHICAGO — A first-of-its-kind headquarters has opened in Chicago for 70 federal agents, police and prosecutors to work side-by-side, year-round to fight drug traffickers — a set-up meant to end inter-agency rivalry and miscommunication that can hamper investigations.

The recent, fanfare-free opening of the Chicago Strike Force building comes as Mexican cartels now supply over 90 percent of the narcotics in Chicago, and as street gangs vying for turf to sell those drugs kill each other and bystanders caught in the crossfire.

Inter-agency and department cooperation is hardly a novel concept, but typically takes the form of occasional meetings or temporary joint task forces on specific investigations, said Jack Riley, the head of Chicago's DEA office.

"But you can't talk to your counterparts in once-a-week meetings — you have to talk as things are



M. SPENCER GREEN/THE ASSOCIATED PRESS

happening," said Riley, who took the lead in pushing for the facility. "When we get information here, it's not put in a pile and forgotten. It's acted on, now."

Riley gave The Associated Press an exclusive tour of the three-story brick building. Citing security, he asked the AP not to reveal its exact location.

The staff includes city and suburban police, as

well as agents from the DEA, FBI, Immigration and Customs Enforcement, the IRS and a half-dozen other agencies. In another rarity, U.S. and state prosecutors also work alongside one another. Riley declined to reveal its budget.

It'll take time to see if the headquarters makes anti-trafficking efforts in Chicago more efficient, said Fred Burton, a security analyst for the global

intelligence firm Stratfor. "It sounds great on paper," he said. "But getting federal agencies to act in unison can be like herding cats."

Over the years, competition has led to situations where agencies end up unknowingly targeting the same traffickers, creating the risk that they could inadvertently foil each other's investigations, Riley said.

Thus, the headquarters was designed to foster camaraderie. Employees' desks all sit in a warehouse-sized room with no dividers or signs identifying who belongs to what agency. Response teams are comprised of members from each agency.

A major focus of their investigations will be the point of contact between major traffickers and local gangs, who serve as street-level salesmen. That's when traffickers are especially vulnerable, Reilly says, because they meet at unfamiliar places or use phones that can be wiretapped.

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8:30 am to Noon  
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**Puzzle on Page 44**

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*Winter Texan Cleanup*

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Edwin Atwood Park  
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# Punxsutawney Phil predicts early spring

The Associated Press

mid-Atlantic, Punxsutawney Phil emerged from his lair Saturday in front of thousands but didn't see his shadow.

Legend has it that if the furry rodent sees his shadow on Feb. 2 on Gobbler's Knob in west-central Pennsylvania, winter will last six more weeks. But if he doesn't see his shadow, spring will come early.

The prediction is made during a ceremony overseen by a group called the Inner Circle. Members don top hats and tuxedos for the ceremony on Groundhog Day each year.

Bill Deeley, president of the Inner Circle, says that after "consulting" with Phil, he makes the call in deciphering what the world's Punxsutawney Phil has to say about the weather.

Phil is known as the "seer of seers" and "sage of sages." Organizers predicted about 20,000 people this weekend, a larger-than-normal crowd because Groundhog Day falls on a weekend this year.

"I just hope he's right

and we get warmer weather soon," said Mike McKown, 45, an X-ray technician who drove up from Lynchburg, Va., with his mother.

Phil's got company in the forecasting department. There's Staten Island Chuck, in New York; General Beauregard Lee, in Atlanta; and Wiarton Willie, in Wiarton, Ontario, among others noted by the National Climatic Data Center "Groundhog Day" Web page.

"Punxsutawney can't keep something this big to itself," the Data Center said. "Other prognosticating rodents are popping up to claim a piece of the action."

Phil is the original —



THE ASSOCIATED PRESS

**Groundhog Club Co-handler Ron Ploucha holds the weather predicting groundhog, Punxsutawney Phil.**

and the best, Punxsutawney partisans insist.

The 1993 movie "Groundhog Day" starring Bill Murray brought even more notoriety to the Pennsylvania party. The record attendance was about 30,000 the year after

the movie's release, said Katie Donald, executive director of the Groundhog Club. About 13,000 attend if Feb. 2 falls on a weekday.

Phil's predictions, of course, are not always right on. Last year, for example, he told people to prepare for six more weeks of winter, a minority opinion among his groundhog brethren. The Northeast Regional Climate Center at Cornell University later listed that January to June as the warmest seven-month period since systematic records began being kept in 1895.

"We'll just mark it up as a mistake last year. He'll be correct this year," McKown said hopefully.

## MARCHAN

FROM A1

the sentence he received in December on charges of bribing Limas in exchange for an ad litem appointment and favorable treatment.

Marchan had argued that his appeal raised at least one significant question of law or fact, and that a favorable decision would likely result in a reversal of his conviction or a new trial. Hanen disagreed.

Hanen sentenced Marchan on racketeering, conspiracy to commit

racketeering, aiding and abetting extortion and mail fraud, after a jury found him guilty of all counts.

Hanen also stipulated that Marchan is not to practice law, and must perform 100 hours of community service.

Hanen also recommended that Marchan attend an anger-management program.

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## STONEWALL

FROM A1

Plans to renovate the building constructed in 1926 include the replacement of a broken Otis elevator that once ran from the hotel's first to third floors, Padilla said.

He said preliminary plans include construction of an elevator tower on the building's south side that could cost about \$500,000.

"The price tag begins to escalate when you consider these new components to make it a safe building," he said.

Padilla said the old elevator would remain in the hotel lobby.

"We would leave it there for aesthetic and historical value," he said.

Padilla said plans would make doorways accessible to wheelchairs.

"We have to make sure the building is accessible at all entries," he said.

Padilla said ramps may be built over steps that lie below the building's exterior doors.

Suite and bathroom doorways would be widened to allow wheelchairs to enter, he said.

Padilla said the project would construct wide stairways to provide emergency exits, replacing the building's original narrow stairwell.

Housing authority commissioners Thursday

formed a public facilities corporation that would help them fund the project in the event they decide to buy the building.

Padilla said the housing authority would not use federal money to fund what he called a "community project."

The agency would use its public facilities corporation to raise money from across the community, he said.

The project would preserve the city's historical landmark from further deterioration and install fencing to keep out vandals who have stolen ceiling fans and stripped copper wiring, Padilla said.

He said preliminary plans call for a project that could renovate the building's first floor to house the agency's administrative offices and commercial office space, while the second and third floors could offer low-income Section 8 housing.

Owner Omar Cuevas is asking about \$220,000 for the building, Padilla said.

Cuevas boarded up the old hotel in October before pleading guilty to building violations for which he faced \$12,500 in fines.

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## CAKE

FROM A1

"I'm going to donate 50 percent of my earnings to the American Cancer Society," she said.

Although she does not take cooking class at school, she is still receiving a good education in culinary arts, she said.

In addition to being too busy to take a cooking class at school, she isn't old enough yet anyway, Cara said.

Although she doesn't see herself baking for a living, it is important to her. She wants to be able to bake at home, especially for the holidays.

Alex Garcia, 16, a sophomore at San Benito High School, won grand champi-

on in the baked goods contest.

"It was a yellow cake shaped like a Hampshire hog," he said. It sold for \$80 at auction.

He plans to go to the University of Texas at Austin and go on to law school. "I want to be an attorney."

Paola Castro, 8, of Paredes Elementary School in Brownsville, won first place with her entry of Grandma's Swedish Cookies. They sold for \$50 in the auction.

Her teacher, Diana Anzaldua, had a party and suggested the recipe, Paola said. "She told us to bake something."

Heather Cantu, 12, of Polished Cornerstone Academy in Los Fresnos, a

home school, entered truffles in the baking contest.

She found the recipe on the Internet. "I've used it before and I really, really liked it," she said.

Competition in the baked goods category at the fair is fierce, Heather said. "Especially the decorated cakes. The competition is pretty tough."

Her truffles sold for \$80 at auction.

Casie Vasquez, 17, of Los Fresnos High School, won a second place ribbon for her s'mores cake. The recipe was found on the FoodNetwork.com website, she said.

Anticipating a good price for her cake, she was anxious to hear the auction results, she said. "I have a

lot of bidders right now," she said.

It eventually brought \$250 at auction.

Casie is planning to go to Texas State Technical College-Harlingen for her basics, then transfer to Texas A&M University Kingsville.

"I want to be a teacher or an agriculture teacher," she said.

Brooklyn Carrizales, 13, an eighth grader at Vela Middle School in Harlingen, entered a "cow cake" made from a fondant and Oreo cake mix, she said. It sold for \$160.

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a  
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JERRY PATTERSON, COMMISSIONER

*South Padre Island Winter Texan Cleanup*

**FRIDAY FEBRUARY 8 | 8:30 am to Noon**

This banner features a background image of a sandy beach with dunes and the ocean under a blue sky. The 'ADOPT a BEACH' logo is positioned on the left side, and the event title and date are centered.



*Winter Texan Cleanup*

*South Padre Island*

TEXAS GENERAL LAND OFFICE  
**ADOPT  
a  
BEACH**  
JERRY PATTERSON, COMMISSIONER

**FRIDAY, FEBRUARY 8**  
**8:30 am to Noon**

This poster has a background image of a beach with dunes. The event title is at the top, followed by the location. The logo is centered, and the date and time are at the bottom.



*Coastal Bend Cleanup*

TEXAS GENERAL LAND OFFICE  
**ADOPT  
a  
BEACH**  
JERRY PATTERSON, COMMISSIONER

**SATURDAY, FEBRUARY 9**  
**9 am to Noon**

This poster features a background image of a beach with dunes. The event title is at the top, followed by the logo. The date and time are at the bottom.

# Hey Winter Texans –

## Join us!



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# *Winter Texan Cleanup*

**Friday, February 8**  
**8:30 am to Noon**

Edwin Atwood Park  
Access 5, Hwy 100





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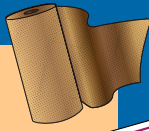
**BEACH**

**JERRY PATTERSON, COMMISSIONER**

# MARINE DEBRIS Timeline

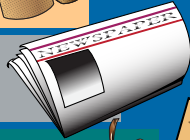
**2-4 WEEKS**

Paper Towels



**6 WEEKS**

Newspaper



**2 MONTHS**

Apple Core • Cardboard Box



**1-5 MONTHS**

Cotton Gloves



**3 MONTHS**

Waxed Milk Carton



**6 MONTHS**

Photodegradable Six-Pack Ring



**3-14 MONTHS**

Cotton Rope



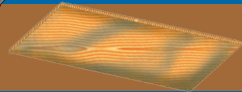
**1 YEAR**

Wool Glove • Biodegradable Diaper



**1-3 YEARS**

Plywood



**13 YEARS**

Painted Wooden Stick



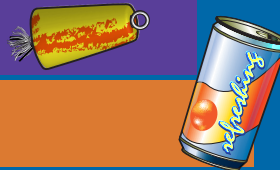
**50 YEARS**

Tin Can  
 Styrofoam Cup



**80 YEARS**

Styrofoam Buoy



**200 YEARS**

Aluminum Can

**400 YEARS**

Plastic Six-Pack Ring



**450 YEARS**

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**600 YEARS**

Monofilament Fishing Line



**UNDETERMINED**

Glass Bottle or Jar



## Texas Adopt-A-Beach Receives National 2012 Take Pride in America Award

The Texas General Land Office's Adopt-A-Beach program does more than any other volunteer program in the nation to care for public lands, according to the U.S. Department of Interior. Since 1986, approximately 439,000 Adopt-A-Beach volunteers have picked up more than 8,400 tons of trash from the Texas coast. For these efforts, Adopt-A-Beach was again recognized with the Take Pride in America Award for top corporate-sponsored event October 11, 2012 in Washington, D.C.

Take Pride in America is a national partnership program created to promote public lands stewardship. Showcasing volunteerism and conservation efforts, the Take Pride in America award provides national exposure to outstanding public lands stewardship

activities. One of only five national recipients for 2012, Adopt-A-Beach is receiving the award for the third time.



*Photo(top-left): Volunteers clean-up Galveston Island with Commissioner Jerry Patterson.*



*Photo(right): Commissioner Patterson is seen helping a cub scout clean up Port Aransas.*

*Photo (left): Volunteers participating in a clean-up on Bolivar Island.*

