



FOR IMMEDIATE RELEASE

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DUNERS PACK IT OUT

BODY COPY:

The 11th annual Imperial Sand Dunes Recreation Area (ISDRA) Cleanup was held during the most recent Martin Luther King Jr. holiday weekend. The event was originated by Jennifer Whyte and her "Project Sand" as a way to keep the dunes free of trash in the Glamis area. The principal organization of the cleanup activities has since passed to the United Desert Gateway, a non-profit organization started by the chambers of commerce in the gateway communities of Brawley, El Centro (CA), and Yuma (AZ) that surround the Imperial Dunes. "Once the UDG took over the cleanup, the cleanup efforts included the south dunes cleanup, which was started and organized by Jarrod Bullard of True Excitement," said Nicole Nicholas Gilles, president of the UDG. Once again, thousands of duners participated in keeping their favorite play area clean by removing trash and debris. "This was an especially unique day in the dunes for our family" stated Jim Reber, long time duner. Jim also said, "We love these dunes, and today we made the effort to show it."

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About the American Sand Association

The American Sand Association is a non-profit organization of approximately 31,000 members dedicated to preserving the use of public lands for sand sport enthusiasts' use, improving OHV safety and promoting responsible land use. Some local sand sport areas include the Imperial Sand Dunes, Oceano Dunes (Pismo Beach) and Dumont Dunes in California, Sand Mountain in Nevada and Hotwell Dunes in Arizona. The ASA is an all-volunteer organization with no paid staff. We rely on the financial support of sand sport enthusiasts and small businesses. Most of the members are family-oriented, have a rich family history going back for generations enjoying the sand sport; and most have a significant financial investment in their equipment, gear and campers. Additional information can be found on our web site at <www.americansandassociation.org>.