



CONGRATULATIONS PITCH-IN SANTA CRUZ FOR “CLEAN CALIFORNIA COMMUNITY” DESIGNATION

About three years ago, the Pitch-In Initiative was created with a singular mission: to make Santa Cruz the cleanest county in California.

That mission was realized Tuesday, when the County of Santa Cruz announced its designation as a Clean California Community, a recognition that “highlights local efforts to reduce litter, beautify public spaces, and inspire community pride,” county officials stated in a press release.

Founded in 2022, Pitch In has mobilized thousands of volunteer residents, businesses and community groups, and helped divert tons of waste from local streets, beaches and waterways. Its projects range from cleanup events to educational campaigns and creative re-use initiatives.

“We started Pitch In with a simple idea—that small actions taken together can transform our community,” said founder Sally-Christine Rodgers. “This recognition affirms that vision, and we’re excited to continue building partnerships with the County and with residents across Santa Cruz to create cleaner, safer places for everyone.”

The Clean California designation acknowledges the County’s leadership

in supporting the Pitch In Initiative (pitchinsantacruz.org).

“Santa Cruz County Farm Bureau is a proud partner of Pitch In Santa Cruz to make our county cleaner and more beautiful,” said John Pisturino, Farm Bureau President. “This designation shows our residents are committed to taking care of our environment.”

The Clean California Community designation provides resources and visibility for local efforts, encouraging residents and visitors alike to join in.

The Clean California Community is a project of Clean CA, which is overseen by Caltrans.

For more about Pitch In including how to get involved, visit pitchinsantacruz.org. Visit cleanca.com for information on the statewide Clean California program. ■

MAKE SANTA CRUZ THE CLEANEST COUNTY IN CALIFORNIA



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