



BEACH CLEANUP DAY

September 25, 2010

Celebrating the 25th Anniversary of International Coastal Cleanup Day



Negombo Beach Cleaning Campaign - 2010

Be a Responsible Citizen

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Beaches are important to us not only because they are tourist attractions, but because they are an important component of the sensitive marine ecological system. The beaches belong not only to the human beings, but to many thousands of plant and animal species that inhabit it. These animals and plants have adapted themselves to protect and sustain the environment in which they live.

Tsunami gave us a glimpse of the power of the environment. As much as the sea is beautiful to look at, it too is able to bring about devastations when disturbed. We therefore need to learn to live in harmony with the marine environment.

Many thousands flock to the beaches to have fun, away from busy life. We bring with us food, drinks, mats, kites and many of these things are also sold on the beaches. While having fun we forget that these places are common property, to be used also by those who would come there the next and the next day. We therefore need to learn to act responsibly. Whatever we cannot consume should not be dumped on the beach, rather they should be put into the garbage bins provided. If one finds it difficult to locate a garbage bin, then the best option is to take it back home.

You may wonder as to why you need to make an extra effort to take care of your garbage. The presence of polythene bags, wrappers, bottles and other waste enhance the washing away of the sandy beach. If the garbage is dumped among the plants, they will reduce the growth of these plants, hence enhance beach erosion. If the waste gets washed into the sea they will eventually reach the reefs, which act as barriers to the stormy waves. The reefs are the closest natural barriers to stormy waves. If these are destroyed beach erosion can happen at an alarming rate.

It is important for human beings to enjoy the beaches, yet it should be done in a responsible manner. Remember, protecting these natural resources is the greatest gift we can give to our future generations. Your participation in this beach cleaning campaign is your first step towards protecting one of our greatest heritages.

~ BE THERE ~

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பொழுது போக்கிற்காக கடற்கரையை நோக்கி செல்பவர்கள் பொறுப்புள்ள பிரஜைகளாக நடந்து கொள்வது நலம். எமக்கு பின்வரும் சந்ததியின் நலனை நாம் கருத்திற் கொண்டு இன்று முதல் கடற்கரை பகுதிகளை சுத்திகரிக்க முன்வருவோம். அதற்காக எமது அன்பும் ஆதரவும் உங்களுக்கு உரித்தாகட்டும்!