

# Ciudad de Mar invites you to take care of the coast and the beaches of the capital

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Noticias



One hundred children from the Barrios Orquestados project started this Saturday the awareness campaign that throughout the summer will encourage citizens and tourists to conserve the environmental values of the beaches and the coast of Las Palmas de Gran Canaria. The campaign, promoted by the Council of Ciudad de Mar, will have a special impact on reducing and separating waste correctly and saving water from showers and footbaths.

In addition to Barrios Orquestados, the initiative is being developed for the third consecutive year with the collaboration of the School of Art and Design Superior of Gran Canaria (EASD), the murga Los Twittys and the comedian and entertainer Rafael del Pino that will animate fun stories in the Sand to create environmental awareness with bathers.

This year, as a novelty, the campaign has a beach karaoke contest on line, which will invite beach users to sing the musical theme Take care of your beach and a signage proposal in the area of La Cícer, which have produced ten students Of the School of Art and Design Superior of Gran Canaria, of the district of San Cristóbal, "to promote the best coexistence of the surf and other practices and users in this space surfer and sport of Las Canteras", explained the head of studies of the EASD, Gustavo Santana.

The councilor of Ciudad de Mar, José Eduardo Ramírez, presented this Saturday morning, in Plaza Saulo Torón, Paseo de Las Canteras, the new edition of ENJOY RESPECT - CARE YOUR BEACH. "This summer campaign of environmental awareness will recommend healthy habits and behaviors. The municipality fulfills its obligation to keep the beaches clean and safe, but it is a shared responsibility of all to take care of them and not to degrade them. Our coastline is our true green lung, our great urban park ", said the mayor.

The campaign started with the performance of a hundred children from the project Barrios Orquestados who interpreted the theme of the campaign that will be broadcast online on social networks and web pages. José Brito, the director of this project, said that they decided to join the campaign to raise awareness among children and through them to their parents. "Music is always a great viral tool and, in this case, it will help us spread the message that enjoy is not at odds with respecting the environment itself. The sea is our skin and we must take care of what the sea gives us. "

In this sense, the councilman added that "the smallest are fundamental prescriptors. They understand better than anyone how important it is, from the basics, such as not throwing trash to the beach, to the most conscious, like separating the waste throwing each one in its corresponding container or trash, or the essential saving of the showers water And footboards ".

The councilman explained that the campaign begins to unfold in June, a few weeks before the start of school holidays, and the main holiday period of the year. "It is the season with the greatest influx of beaches and we must make a major effort now, although this awareness work does not stop for the rest of the year, with other actions such as the Playa Viva Educa program, events like Fotosub, Ola de la Vida, permanent messages in the public address system and in our social networks, among others ".

Kevin Benitez of the board of murga Los Twittys, explained "how important it is to take care of our beaches to enjoy them remains very appealing both for those who live in the capital and those who visit us. The murgas are not only to go up to the carnival stage. We want to collaborate in initiatives like these that we think are necessary because we are part of the city and we feel responsible for the care of the beaches. " The members of the only murga in the capital that took the podium in this year's Carnival Murgas Contest will feature a video to encourage care of the beach in the celebrations of the next Night of San Juan.

Ramirez said that it is fundamental for the success of the campaign "to involve the citizenry, fully integrate it into our initiatives and make it feel protagonist. This is also part of the DNA of the Department of City of Sea.

Last summer, the campaign in social networks of Ciudad de Mar reached 268,064 people, which is more than half of the population of Las Palmas de Gran Canaria. In addition, it was obtained that the bathers of the capital generated less trash, in particular, a reduction of 152,880 kilos of waste was registered, 28.8% less than in the months of July and August of 2015, when 530,510 kilos were collected. Also thanks to the campaign, during the summer of 2016, the selective collection of plastics and packaging was increased by 26%. Very positive results that the City expects to improve in this new edition.