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FOR IMMEDIATE RELEASE

**BROWARD STUDENT AUTHORITY Leads Community Beach Cleanup at Fort Lauderdale Beach Place**

*Youth-Led Initiative Returns August 16 in Honor of National Beach Day*

FORT LAUDERDALE, FL (July 24, 2025) — The Broward Student Authority (BSA) will host a community-wide Beach Cleanup on Saturday, August 16, from 8:00 AM to 10:00 AM at Beach Place (17 S. Fort Lauderdale Beach Blvd). Volunteers to meet at 7:45 AM. Held in celebration of National Beach Day (Aug. 30) , the student-led event aims to inspire environmental stewardship, community connection, and civic pride.

The cleanup brings together students, families, local businesses, and volunteers of all ages for a shared mission: keeping Fort Lauderdale Beach clean, beautiful, and vibrant for generations to come.

“Beach Place is more than just a spot—it’s our backyard, where community and energy come together,” said Ian Katz, founder of BSA. “When Broward businesses team up with our Beach family, we’re protecting the vibe and the place we all call home. The Broward Student Authority connects the businesses we know and love with over 100,000 local students to keep this community thriving.”

As the host venue and key partner, The Gallery at Beach Place will provide support through tenant sponsorships, hospitality, and supplies.

“This is exactly the kind of initiative we’re proud to stand behind,” said Blake Stranz, Senior Property Manager, Stiles Property Management. “It reflects our commitment to sustainability and the local community—and reminds everyone that we all have a role to play in protecting our coastline.”

**What to Expect:**

* Cleanup supplies provided, courtesy of Beach Place tenants
* Free water and refreshments for all volunteers
* **#BeachPlaceCleanup** contest for best volunteer photo or story
* Morning schedule avoids mid-day heat and supports local business operations

**How to Get Involved:**

Volunteers can sign up at <https://browardstudentauthority.com/beach-clean-up/>, or simply show up at the Beach Place courtyard, ready to make a difference. All participants will receive full details and parking information ahead of the event.

**Parking Details:**

To encourage turnout and convenience:

* **$10 all-day flat rate** for prepaid parking through [PivotParking.com](http://PivotParking.com) (custom link to come)
* **50% off posted rates** for same-day parking with BSA-provided coupons

**About the Broward Student Authority**

The Broward Student Authority is known for empowering young leaders through civic engagement, volunteerism, and public service. BSA doesn’t just support small Broward businesses — it powers their growth by connecting them with local college students and creating meaningful opportunities. Through student discounts and targeted engagement, BSA drives real traffic, boosts brand loyalty, and fuels lasting success in the community.

The Broward Student Authority has produced high-impact events and fundraisers on and off campus since 2003. For the past four years, BSA has hosted **Spring Break HQ** at Fort Lauderdale Beach Place—providing a safe, organized space filled with music, activities, and promotions. It gives small businesses direct access to thousands of students, and gives students a place to meet up, relax, grab something to eat, get out of the sun, have fun, and recharge.

**About Beach Place**

Located in the heart of Fort Lauderdale Beach, Thor Gallery at **Beach Place** is a premier open-air destination for shopping, dining, and entertainment. Deeply committed to community and sustainability, Beach Place proudly supports local organizations and events that make a positive impact.