



BEACH SWEEPS

26th Annual

2011 Report Highlights Jersey's Pride for Clean Beaches

Clean Ocean Action (COA) is a coalition of 135 organizations working to improve and protect the waters off the New Jersey and New York coasts, also known as the "NY/NJ Bight."

In 1985, 75 volunteers gathered at Sandy Hook for the first *Beach Sweeps* with hopes to rid the beaches of unsightly and harmful debris. Twenty-six years later, the *Beach Sweeps* program has expanded to having 70 locations along New Jersey's coastline, as well as inland rivers, lakes, bayshores, and streams. Each year the *Beach Sweeps* program expands to new locations and brings together thousands of volunteers. Importantly, the *Beach Sweeps* are held in the Spring and Fall (when the beaches are not being cleaned by the local municipality) resulting in a true snapshot of local pollution problems.

Jersey Pride - The success of the *Beach Sweeps* program illustrates the public's support for a clean ocean as well as the power of citizen action. Ultimately, COA hopes to see naturally clean beaches where "clean-up" events are no longer needed. As you will learn from this report, the "citizen science" data generated is essential for the fulfillment of this goal.

What is Marine Debris? Trash on the beach is commonly known as "marine debris" - people-generated litter that most likely was discarded on land, washed into the nearest storm drain, river, or stream by rain, melting snow, or flooding, and ultimately flowed into the ocean. Marine Debris can also come from illegal at-sea dumping, lost and discarded fishing gear, beach goers leaving behind garbage, landfills eroding, oil/gas platforms, and combined sewer overflows (CSOs).

Studies suggest that an estimated 60-80% of marine debris starts on land. The solution to this pollution is to reduce marine debris at its source throughout the watershed rather than where it accumulates along the shorelines.

Sewage - When it rains more than a tenth to a quarter of an inch in the New York City region, CSOs (found in older city sewers) release more than 28 billion gallons of raw sewage and stormwater directly into waterways. NY has about 460 of these CSOs and NJ has 280. Last July, a fire at a sewage water treatment plant in NYC led to a 3-day discharge of over 200 million gallons of raw sewage. Debris from raw sewage ends up on beaches—including 5,322 plastic hygiene products collected in 2011.

Citizen Scientists - Every *Beach Sweeper* becomes a "citizen scientist" as they record each piece of debris collected on our *Beach Sweeps* datacards. The data collection turns a one-day event into a legacy of information that can be used to identify sources of pollution and monitoring trends. This research helps us find solutions to keep beaches clean and healthy, create federal, state, and local programs to reduce litter in the environment, and protect the public and the environment.

Local Data <—> Global Network - Every October, COA submits the citizen-collected data on debris collected during the Fall *Beach Sweeps* to The Ocean Conservancy to be included in their International Coastal Cleanup (ICC) Report. The ICC is an annual, global, event held in over 100 countries and territories bordering every major body of water on Earth. COA's data and advocacy are part of this international database on marine debris and global campaigns against ocean pollution.

Participating Municipalities & Parks

Aberdeen, Allenhurst, Asbury Park, Atlantic City, Atlantic Highlands, Avalon, Avon-By-The-Sea, Barnegat, Bay Head, Beachwood, Belmar, Bradley Beach, Brick, Brigantine, Cape May, Deal, Del Haven, Egg Harbor Township, Forsythe Wildlife Refuge, Gateway National Park at Sandy Hook, Glen Ridge, Highlands, Island Beach State Park, Keansburg, Keyport, Lakewood, Lavallette, Loch Arbor, Long Branch, Longport, Mantoloking, Margate, Middlesex County Park System, Middletown, Monmouth Beach Monmouth County Park System, Normandy Beach, North Wildwood, Ocean City, Ocean Gate, Ocean Grove, Oceanville, Old Bridge, Ortley Beach, Point Pleasant, Point Pleasant Beach, Red Bank, Sea Bright, Sea Girt, Sea Isle City, Seaside Heights, Seaside Park, Spring Lake, Stone Harbor, Strathmere, Union Beach, Ventnor, Wildwood



Special Thanks to COA's Ocean Wavemakers



Senator Whelan applauds the efforts of local Girl Scout Troop in Atlantic City

Faith Based Groups: Brick Visitation Church, Church of Christ, Church of the Assumption, First Presbyterian Church of Freehold, Holy Family Church, Holy Trinity Lutheran Church Youth Group, St. Anthony's Church, St. Catherine's Church, St. Dominic's CCD, St. James CCD, St. Josephs of Oradell, St. Marks Church, St. Michaels Youth Group, Temple Shalom, Union Church of Seaside Park, Unitarian Universalist Congregation of Monmouth County, Unitarian Universalist Meeting House of Monmouth County, WATERSPIRIT, Willow Grove Presbyterian Youth Group

Civic Groups & Organizations: Absegami Key Club, Absolutely Fish, AmeriCorps Cerebral Palsy Association of Middlesex County, Bayshore Watershed Council, Brigantine Garden Club, Central Jersey Ski Club, Coastal Jersey Parrothead Club, Colts Neck ROTC, Comcast Cares, Cornell Club, CPAMC AmeriCorp Program, Dance Impressions, East Brunswick Youth Council, Eco-Maniacs 4-H Club, Friends of Clearwater, Friends of Midway Beach, Future Farmers of America Allentown Chapter, Go Green Galloway, Greater Newark Conservancy, Green Party of Monmouth County, Ideal Beach Community Association, International Order of the Rainbow for Girls, Jersey Cares, JP Stevens Key Club, Keystone Youth Group, Make-A-Difference Club,, Manasquan Beach Improvement Association, Middlesex Cares, Middlesex County Park System Volunteers, Midway Beach Condo Association, Modi Smith Foundation, NAPP 4-H Club, Navesink Swimming River Group, New Jersey Environmental Federation, NJ Beach Buggy Association, NJ Reefers Club, Notre Dame Club of the Jersey Shore, Ocean City Community Association, Ocean City Gardens Civic Association, People to People, Philly Phinz - Tri-State Parrothead Club, Pine Valley Rod and Gun Club, Pomona Gunning Club, Red Cross Youth Group, Reserve Officers Association, Rumson Garden Club, Seaside Park Republican Club, Spring Lake Women's Club, Surfrider Foundation Jersey Shore Chapter, Surfrider Foundation South Jersey Chapter, The Crop, The Goodworx Foundation, The Nature Conservancy, Tri State Parrot Head Club, Underwater Adventures Dive Center, **Cub Scout Packs:** 12, 21, 29, 46, 47, 70, 76, 82, 114, 131, 155, 156, 209, 242, 389, **Boy Scout Troops:** 18, 29, 33, 36, 49, 59, 68, 97, 137, 188, 204, 209, 290, 316, 331, 634, 759, 1591, **Daisy Troops:** 253 & 1507 Brownie Troops: 242, 502, 799, 1338, 42983, **Girl Scout Troops:** 46, 227, 424, 514, 657, 860, 1079, 1174, 1185, 1242, 1307, 1557, 1598, 1649, 1810, 1886, 12443, 13065, 15527, 16116, 16281, 21789, 30868, 80530, 81845



Above: ShopRite Volunteers gather at Sandy Hook and bring treats for all.

Businesses: Adventure Aquarium, Amec Earth and Environmental, Inc., Atlantic City Electric, Aveda, Baine Contracting Inc., Bank of America, Bayshore Recycling/Montecalvo Disposal, Becton Dickinson and Company, Brigantine Chamber of Commerce, Caesars Entertainment, Calpine Corporation, Comcast, Defined Logic, East Coast Diving Center, Enterprise, Environmental Resources Management, First Bank of Sea Isle City, Gloria Nilson Realtors, Golder Associates, Independent Newspaper, Inlet Bio Resources, Jersey Shore University Medical Center, JP Morgan Chase, Kohls, Meridian Health, Monmouth County Association of Realtors, Ocean County Board of Realtors, Natural Grown Essentials, New Jersey American Water, Nustar Energy, Oakhurst Veterinary Hospital, Patrick Parker Realty, Pershing, Plymouth Rock Insurance, Ray Catena Motor Corporation, Realty Owners Association, Ricoh, Schooner Bay Condo Association, SeaBrook Village, ShopRite, South Monmouth Board of Realtors, Target, Telcordia Pioneers, The Premier Theatre Company, Timberland Factory Store, Travelers Insurance, United Teletech, Wells Fargo, Whole Foods Market



College students enjoy Belmar beach in the summer and at the Fall Beach Sweeps.



Supportive Park Rangers at Sandy Hook.

(***Please let us know if we have inadvertently omitted your group.)



Local volunteers participate in Long Branch

High Schools: Academy of Allied Health and Sciences, Absecon, Allentown, Atlantic City, Belhaven, Biotech, Biotechnology, Bishop George Ahr, Bound Brook, Calvary Academy, Cape May Technical, Carteret, Central Regional, Christian Brothers Academy, Communications, Cranford, East Brunswick, Edison, Egg Harbor Township, Elizabeth, Freehold Township, Glen Ridge, Governor Livingston, Hammondtown, Henderson, Hightstown, Hillsboro, Holy Spirit, Howell, John P. Stevens, JP Stevens, Keansburg, Keyport, Lacey, Lower Cape May Regional, Mainland Regional, Manalapan, Manasquan, Marine Academy of Science and Technology, Marine Academy of Technology and Environmental Science, Marist, Mater Dei, Middletown North, Middletown South, Monsignor Donovan, Neptune, Noor-ul-Iman, North Plainfield, Oakcrest, Ocean Township, Old Bridge, Paramus Catholic, Passaic Valley, Point Pleasant, Point Pleasant Beach, Raritan, Red Bank Catholic, Red Bank Regional, Rumson Fair Haven Regional, Rutgers Prep, Saint Stanislaus Kosa, Sayreville War Memorial, Shawnee, Shore Regional, Somerset County Vocational and Technical, South Brunswick, St. Huberts Catholic, St. Josephs, St. Rose Catholic, Steinert, Toms River North, Toms River South, Upper Darby, Wall, Watchung, West Windsor Plainsboro, Westfield, Wildwood, Wildwood Catholic, Winslow Township, Woodbridge

Elementary Schools: Avon, Beers Street, Belmar, Bradley Beach, Calvary Academy, Christian Brothers Academy, Chelsea Heights, Deane Porter, Forrestdale, Holy Cross, Hope Academy, Laura Donovan, Manasquan, Markham Place, Marshall Errickson, Memorial, Nelly Bennett, Oak Knoll, Rumson Country Day, Samsol Upper, Sea Girt, St. Stanislaus Kostra, Village, West Belmar

Middle Schools: Belhaven, Bolger, Brick Veterans Memorial, Courtney's Contingent, Eisenhower, Forrestdale, Galloway Township, Harmony, Hazlet, Herbert Hoover, Hope Academy, Howell South, J.R. Rolger, Long Pond, Monmouth Beach, New Egypt, Park, Ranney, Seashore Day Camp & School, Somers Point, St. Josephs, Thorne, Ventnor, Veteran Memorial, Wildwood, Willow



Belmar 16th Ave.



Pack 47 shows support for a clean ocean at Brick Beach site

Colleges & Universities: Atlantic Cape Community College, Bloomfield College, Brookdale Community College, Centenary College, Cornell University, Kean University, Kutztown University, Lehigh University, Middlesex County College, Monmouth University, Montclair State University, New Jersey Institute of Technology, Penn State University, Ramapo College, Raritan Valley Community College, Rider University, Rowan University, Seton Hall University, Stevens Institute of Technology, Stockton College, The College of New Jersey

Government Agencies & Environmental Commissions: Aberdeen EC, AmeriCorps NJ Watershed Ambassador Program, Atlantic Highlands EC, Beachwood EC, Cape Atlantic Marine Corps League, Forsythe Wildlife Refuge, Galloway Clean Communities, Highlands EC, Keyport EC, Lakewood EC, Lavallette EC, Longport Town Council, National Park Service, Manasquan EC, Ocean City EC, Red Bank EC, Sea Isle City EC, Seaside Park Borough Council & Administration, Superior Court of New Jersey, Union Beach Town Council, US Coast Guard



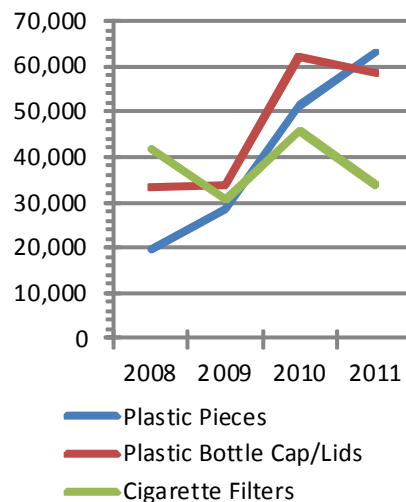
Aveda representatives gather at Sandy Hook.

MATES student works hard at the Seaside Grant Ave. site.



NEW JERSEY'S DIRTY DOZEN ~ MOST COMMONLY COLLECTED ITEMS

	2011	2010	2009	2008
#1 Plastic Pieces	63,117	51,279	28,508	19,616
#2 Plastic Bottle Cap/Lids	58,612	61,895	33,551	33,282
#3 Plastic Food, Candy Wrappers/Bags	45,757	43,113	19,848	31,145
#4 Plastic Straws/Stirrers	35,640	39,029	21,920	17,957
#5 Cigarette Filters	33,633	45,903	30,784	41,900
#6 Plastic Foam Pieces	21,834	22,099	16,713	12,416
#7 Plastic Beverages/Soda Bottles	17,981	18,212	11,056	11,474
#8 Glass Pieces	8,993	7,723	4,375	3,788
#9 Plastic Store Shopping Bags	8,245	8,619	5,707	5,523
#10 Plastic Cap Rings	8,185	6,238	8,215	4,675
#11 Lumber Pieces	8,130	10,384	6,472	4,609
#12 Plastic Fork, Knives, Spoons	7,424	7,151	3,732	4,410
Number of Beach Sweeps Volunteers:	7,575	8,372	5,556	5,163



Trends - In 2011, plastic pieces increased sharply, becoming the most collected piece of debris. Plastic caps, food wrappers, rings, and other items also increased. This upward trend may be due to increased use of single use disposable plastics and their persistence.

A decline in cigarette filters occurred— dropping from the top 3 most common pieces of debris for the first time in 19 years. Other smoking-related items (packaging, lighters, cigar tips) also declined. The overall decline of smoking items may be a result of more smoking bans on beaches, more appropriate disposal and awareness, and an overall societal decrease in smokers. Hopefully, this will be a trend that continues, as cigarette filters are among some of the most toxic items found in the marine environment.

INSPIRATION FROM THE BEACH CAPTAINS



“We had in Lavallette a group of young adults with tie-dye shirts saying Clean Ocean Action Sweeps. They worked the whole time and were proud to help the cause!” ~ Anita Zalom, Beach Captain, **Lavallette**

“One of my favorite things about my location of *Beach Sweeps*, is the amount of kids and students that come out. I love watching kids making a game of how many pieces of litter they can pick up, and I love how much children care. I remember one little girl picking up a straw and looking up at her mom, frowning as she asked why was the trash on the ground instead of a trashcan? Children have this awesome way of caring about everything, especially little things. That is a quality I think more adults should remember and keep, because seemingly little things can make huge differences in helping keep our earth and ocean clean!” ~ Jessica Westerland Mumford, Beach Captain, **Wildwood**



“I started helping with *Beach Sweeps* when I came to Jenkinson's Aquarium six years ago. I have loved every minute of it! I have watched our site grow with volunteers every year. From schools that volunteer their Saturdays to clean the ocean to Moms and Dads spending time with their children outdoors helping the environment they love so much. I'm amazed at how much trash is thrown either on our beaches or washed ashore by the tides. It's a shame. My wish is that someday we won't have to have Beach Sweeps anymore because people have found a way to keep trash out of the ocean and off the beaches,” ~ Danni Logue, Beach Captain, **Point Pleasant Beach at Jenkinson's Aquarium**.

TRASH THAT LASTS ~ PROBLEMS WITH PLASTIC

It's Not Only Ugly — It's Lethal and Toxic

Plastics are synthetic, long-lived materials derived from petroleum (crude oil) and they have transformed our world. As debris, they are the bane of the sea. Plastic marine debris is the most common form of man-made marine debris and it contaminates, maims, and kills marine life. It is also ugly—littered beaches can cause economic harm to coastal communities.

The persistence, toxicity, and lethal impacts of plastic pollution are insidious threats to the web of life in the ocean

A Toxic Brew: Through a combination of chemical reactions and physical forces (including sunlight and waves) plastics can slowly break down into smaller and smaller pieces and in the process release toxic chemicals into the sea, such as Bisphenol A (BPA) and styrene trimer (a liquid hydrocarbon). BPA has been shown to interfere with reproductive systems, and the styrene molecule is a suspected carcinogen.

Bite-Sized Morsels of Toxins: Adding insult to injury, plastics also attract and collect other toxic pollutants (PCBs, DDT, petroleum-based chemicals) which are then absorbed by the marine life that eat plastic pieces. These toxins are very harmful to marine life at very low doses and can be transferred and accumulated up the food web, making them dangerous to humans.

Tragically, marine life mistake these toxin-tainted plastics as food--they often mimic prey (*try explaining to a sea turtle that a plastic bag is not a jellyfish, or tell a bird that a cigarette filter is not a fish!*). The “meal” is now a double dose of injury—toxin-laced, fake food. As these plastics build up in the digestive system, they can block or damage it leading to infection or starvation. A stomach full of plastic material makes the animal feel full, causing them to stop feeding, which can cause death from starvation or from complications due to impaction.



Sea Turtle rescued from fishing line entanglement

Photo Credit: SeaWeb Marine PhotoBank

Eternal Entrapment: Plastics, fishing nets, straps, or similar materials can entangle marine life causing death by strangulation or drowning. Once the animal dies and decomposes, the plastics will be still be there—released to ensnare again. Due to their strength and longevity plastics ensnare and kill in a cycle that can last hundreds of years.

Web of Life in Peril: Plastic is now found throughout the global ocean impacting all life from larval fish to whales. No one really knows how many marine animals die each year.



Do you know how long it takes a plastic bottle to degrade? Check out this MOTE Marine Labs marine debris degradation chart www.mote.org

IMPACTS TO LOCAL WILDLIFE

Over the years, Clean Ocean Action *Beach Sweeps* volunteers have documented animal entanglement in items such as plastic bottle top rings, balloons with string, and fishing line. These are all serious threats to fish, turtles, mammals, and birds. Mortality can occur quickly through drowning or predation, or it can be a long agonizing death from starvation, infection, or gradual strangulation. Younger, smaller organisms can become entangled in small plastic items that constrict as they grow (*see photo at left*), damaging tissue, hampering movement and/or restricting air or food passage, eventually leading to disease and death.

2011 Entanglements

The animals below were found during the Beach Sweeps entangled in fishing line, balloon string, six-pack rings, rope, or netting.

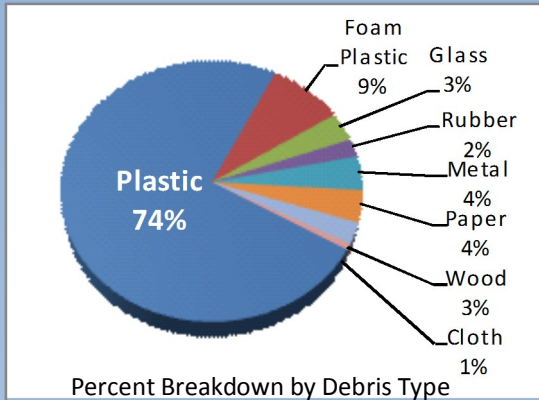
Animals	Dead	Alive
Birds (gulls)	11	1
Turtles	2	1
Starfish		1
Crabs/Horseshoe Crabs	5	
Fish	2	



2011 DATA

	Items	Spring Total	Fall Total	2011 Totals	% of Total	
PLASTIC	Plastic Food, Candy	27769	17988	45757	10.11%	
	Store/Shopping Bags	4991	3254	8245	1.82%	
	Trash Bags	1839	1512	3351	0.74%	
	Other Bags	3373	2365	5738	1.27%	
	Beverages/Soda Bottles	9722	8259	17981	3.97%	
	Bleach/Cleaner Bottles	523	365	888	0.20%	
	Other Bottles	1829	1446	3275	0.72%	
	Buckets/Crates/Bins	460	373	833	0.18%	
	Cap/Lids	33083	25529	58612	12.95%	
	Cap Rings	4879	3306	8185	1.81%	
	Cigarette Filters	19133	14500	33633	7.43%	
	Cigarette Lighters	846	663	1509	0.33%	
	Cigarette Packaging	1275	1132	2407	0.53%	
	Cigar Tips	4526	3174	7700	1.70%	
	Fishing Bait Bags/	486	262	748	0.17%	
	Fishing Line	688	504	1192	0.26%	
	Fishing Lures, Floats	223	243	466	0.10%	
	Fishing Nets - Small	133	111	244	0.05%	
	Fishing Nets - Large	40	48	88	0.02%	
	Cups	2899	2621	5520	1.22%	
	Diapers	59	63	122	0.03%	
	Fork, Knives, Spoons	4137	3287	7424	1.64%	
	Light Sticks	461	565	1026	0.23%	
	Plastic Pieces	37208	25909	63117	13.94%	
	Pens	1215	1007	2222	0.49%	
	Ribbon/Tape (no balloon)	1030	1104	2134	0.47%	
	Rope	1213	1261	2474	0.55%	
	6-Pack Holders	457	264	721	0.16%	
	Sheeting Tarps	159	100	259	0.06%	
	Shotgun Shells	383	644	1027	0.23%	
	Strapping Bands	733	347	1080	0.24%	
	Straws/Stirrers	16278	19362	35640	7.87%	
	Syringes	167	197	364	0.08%	
	Tampon Applicators	3109	2213	5322	1.18%	
	Toys	1267	1604	2871	0.63%	
	Vegetable Mesh Sacks	152	65	217	0.05%	
	Other Plastics (specify)	2847	2230	5077	1.12%	
	FOAM PLASTIC	Building Materials	676	703	1379	0.30%
		Buoys/Floats	198	184	382	0.08%
		Fast Food Containers	710	691	1401	0.31%
		Cups	2118	1639	3757	0.83%
		Packaging Materials	1617	1015	2632	0.58%
		Foam Pieces	13723	8111	21834	4.82%
Plates		1006	438	1444	0.32%	
Other Foam Plastic		1979	1105	3084	0.68%	

	Items	Spring Total	Fall Total	2011 Totals	% of Total	
GLASS	Beverage Bottles	3743	2518	6261	1.38%	
	Food Jars	463	357	820	0.18%	
	Lights: Bulbs	42	106	148	0.03%	
	Lights: Fluorescent Tubes	23	9	32	0.01%	
	Glass Pieces	4544	4449	8993	1.99%	
	Other Glass (specify)	341	466	807	0.18%	
RUBBER	Balloons - Mylar/Plastic	753	685	1438	0.32%	
	With String/Ribbon	321	524	845	0.19%	
	Balloons - Rubber	706	537	1243	0.27%	
	With String/Ribbon	271	362	633	0.14%	
	Condoms/Rubber Bands	632	392	1024	0.23%	
	Gloves	407	312	719	0.16%	
	Tires: Part	136	152	288	0.06%	
	Tires: Whole	60	96	156	0.03%	
	Other Rubber: Specify	2424	612	3036	0.67%	
	METAL	Appliances: Specify	15	18	33	0.01%
Batteries: Car		12	9	21	0.00%	
Batteries: Other		128	69	197	0.04%	
Bottles Caps		3094	2164	5258	1.16%	
Aerosol Cans		397	145	542	0.12%	
Beverages Cans		3135	2971	6106	1.35%	
Other Cans		270	482	752	0.17%	
Car Parts		93	91	184	0.04%	
Crab/Fish Traps		46	54	100	0.02%	
55 Gallon Drums: Old		4	22	26	0.01%	
55 Gallon Drums: New		0	13	13	0.00%	
Fishing: Hooks		46	40	86	0.02%	
Fishing: Sinkers		34	31	65	0.01%	
Foil		540	515	1055	0.23%	
Nails		1051	547	1598	0.35%	
Pieces		640	445	1085	0.24%	
Pull/Pop Tabs		265	221	486	0.11%	
Wire		527	470	997	0.22%	
Other Metal: Specify		481	407	888	0.20%	
PAPER		Paper Bags	794	404	1198	0.26%
	Cardboard	967	575	1542	0.34%	
	Cartons/Boxes	461	253	714	0.16%	
	Cups	1391	906	2297	0.51%	
	Newspaper/Magazines	855	404	1259	0.28%	
	Paper Pieces	4206	2794	7000	1.55%	
	Plates	348	293	641	0.14%	
	Other Paper: Specify	1157	726	1883	0.42%	
	WOOD	Crab/Lobster Traps	48	106	154	0.03%
		Crates/Baskets	39	52	91	0.02%
Ice Cream Spoon/Sticks		456	282	738	0.16%	
Lumber Pieces		4135	3995	8130	1.80%	
Pallets		263	149	412	0.09%	
Other Wood: Specify		1102	1228	2330	0.51%	
Blankets/Sheets/Towels		302	278	580	0.13%	
Clothing: Specify		419	476	895	0.20%	
CLOTH	Shoes/Sandals	471	538	1009	0.22%	
	String (No Balloon)	715	655	1370	0.30%	
	Other Cloth: Specify	680	458	1138	0.25%	
2011 Totals		256072	19662	6 452698	100.0%	



2011 Final Numbers

People: 7,575

Pieces: 452,698

Items Collected Per-Person: 60

Clean Ocean Action's Annual Beach Sweep Reports (available at www.CleanOceanAction.org) can be used to study and understand marine debris in New Jersey. When analyzing Beach Sweep data it is important to note that the amount of debris collected depends on a variety of factors such as weather, tides, participants, and accuracy of data collection. Over the years, there is a consistent collection rate of between 47-61 items (54 average) per person.

ROSTER OF THE RIDICULOUS



Mini-mini-scissors found on Belmar Beach

A List of the most ridiculous items found during the 2011 Beach Sweeps....

High Sailing

16 ft. Fiberglass Boat, Boat Hitch with Pull, Buoy, Coolers, Boat GPS, Life Jackets, and Trawling Net.

On the Road

4 Car Bumpers, Car Keys, Exit Sign, Highway Cones, No Parking Sign, Sign Post, Exhaust Pipe, Motor Oil, Hub Cap, Headrest, Driver's License, Tire with Rim, License Plate, and Rubber Car Mat.

A Trip To the Doctors Office

Vial of Blood, Jar of Urine, Retainer, Breast Implant, Inhaler, Medical IV Bag, Plastic Eye Patch, Bottle of Insulin, Plastic Eye Dropper, Diaphragm, Pregnancy Test, Bottle of Vomit, Prosthetic Leg, Crutch, and Baby Rash Ointment.

In the Office and other Electronics

Televisions, Circuit Board, Typewriters, Computers, Desk Chairs, Tape Cassette, Extension Cords, Computer Mouse, iPod, Blackberry Cellphones, USPS Mail Bins, Electrical Socket, and Water Cooler.

There's Nothing Like the Real Thing

Plastic Vampire Teeth, Easter Eggs, 3 Rubber Ducks, Plastic Eyeball, Plastic Hot Dog, Plastic Banana, Wax Teeth, Plastic Fish, Plastic Cat, Plastic Elephant, Plastic Miniature Scissors, Plastic Fangs, Plastic Dinosaur, Plastic Hula Skirt, Plastic Kitchen, and Bouquet of Plastic Flowers.

Around the House

Vacuum Cleaner Parts, Shovel Head, Drain-o, Bag of Rock Salt, Rat Trap, Package of Rat Poison, Bag of Laundry, Mop, Door Knobs, Pillows, Frying Pan, 3 Rugs, Tables, Chairs, Brooms, Garden Hose, Cookie Press, 3 Propane Tanks, Mattress, Metal Bed Frame, Fire Extinguisher, Tiki Torch, Toilet, Furniture Foam, Shingles, Flower Pots, Hanger, Plastic Bucket Filled with the Remains of a Complete Meal of a Family, Ladder, Space Heaters, Patio Chair, Toaster, Dust Pan, Salt Shaker, and Oven.

Beauty and The Beach

Tooth Brushes, Toothpaste, Hairbrush, Plastic Hair Curler, Electric Razor, Mouthwash, Make-up, Shaving cream, Deodorant, and "AXE" Body Spray.

Fun, Fresh, and Fuzzy

Baby Shower Favors, an Adult-Sized Elmo Costume, Sleeping Bag, Bag of Garlic, Parachute, Fuzzy Dice, Suitcase, Hockey Puck, Bubble Wrap, Religious Shrine, Velvet Rope, Backpack, and a Bottle from 1869.



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THE ART AND SCIENCE OF PURE
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ADDITIONAL SPONSORSHIP



Special Thanks to:

Central Market, Dunkin Donuts, Gateway National Recreation Area Sandy Hook Unit, International House of Pancakes, Island Beach State Park, Jersey Printing, Labrador Lounge, Marine Academy of Science & Technology, Marine Academy of Technology and Environmental Science, Monmouth County Park System, Middlesex County Park System, NJ Community WaterWatch, NJ Clean Communities Council, Ocean Conservancy, Rain Forest Café, Rotary Club #7540, and Sea Gulls' Nest.

For more information about sponsorship opportunities, reducing pollution, and to check out COA's past Annual Beach Sweep Reports, please contact Clean Ocean Action.



Clean Ocean Action
18 Hartshorne Drive, Suite 2
Highlands, NJ 07732
CleanOceanAction.org
(732) 872-0111



Clean Ocean Action's

~ 10 Tips for the Beach ~



1. Leave only footprints in the sand.

Dispose of your waste properly - use trash and recycling receptacles or take it home (carry in, carry out). Use your beach pail at the end of the day to collect litter. Scoop the Poop! Bring a bag to clean up after your pet. After enjoying the beach, organize family and friends for a cleanup, or join volunteers at COA's Spring and Fall Beach Sweeps (See tip #7).

2. Reduce, Reuse, Recycle.

Reduce your consumption of single-use disposable plastic such as bags, water bottles, straws, and utensils. Buy only reusable or recyclable products. Recycling reduces solid waste and saves resources. If your beach does not have recycling bins, take your items home for proper disposal and contact the town to suggest the need for these bins.

3. Litter is lethal to marine life.

Avoid bringing disposable plastics to the beach. Plastics do not biodegrade and can kill fish, birds, whales, seals, turtles, and other animals through entanglement and ingestion. If you see an animal entangled, injured, or in danger, contact a lifeguard, local health department, or wildlife refuge center.

4. The beach is not an ashtray.

Never leave cigarette filters in the sand. They do not biodegrade and are highly toxic to marine animals that mistake them for food.

5. Hold the line and never let it go...

Keep all fishing line for recycling and send to: Pure Fishing America, Attn: Recycling, 1900 18th St, Spirit Lake, IA 51360-1099. If not possible bring to your local tackle shop or marina, or cut into small pieces and put in a trash can.

6. Report pollution.

Report any unusual beach conditions (garbage slicks, brown or red tides, fish-kills) to the appropriate state and federal agencies. In New Jersey contact the Department of Environmental Protection by calling 1-877-WARN-DEP and contact COA.

7. Conduct local beach clean-ups.

Visit the COA website (www.cleanoceanaction.org) or details on how to organize a beach clean-up or join other volunteers at COA's Annual Spring and Fall Beach Sweeps. Visit the website for current dates.

8. Look, listen, and learn...

Observe wildlife from a distance. Do not frighten or disturb beach critters. Beachcomb for shells, listen for birdcalls, and look for plants. Identify what you find with a field guide.

9. Carpool, walk, bike, or use mass transit to the beach.

Cars are a leading source of air and water pollution. Turn off your car if idling for more than 30 seconds; this will conserve fuel, save money and reduce pollution.

10. Lead by example...

Pass tips along to other beach-goers. Together, we are the solution to ocean pollution!