

## FALL BEACH SWEEPS 2008



Members of the Central Jersey Parrot Head Club lead the cleanup in Seaside Park



MAST students display the plastic caps collected by volunteers at the Sandy Hook Sweep



The North Plainfield High School Football team traveled to Brick Beach to tackle ocean pollution; it was a team effort!

Windy, autumn conditions and high tides greeted volunteers at this Fall's Beach Sweeps. Special thanks to all the Beach Captains, sponsors, Gateway National Recreation Area - Sandy Hook Unit, Island Beach State Park, Monmouth County Parks System, Marine Academy of Science and Technology (MAST), Marine Academy of Technology and Environmental Science (MATES), Margo Pellegrino, municipalities, and the volunteers.

### HIGHLIGHTS:

**Asbury Park** - volunteers found a leaking, buried can of primer paint and a heavy-duty flare

**Atlantic City** - Over 100 citizens picked-up 2,515 cigarette filters, 545 plastic caps and lids, and 215 plastic bottles; NJ Senator Whelan (D-2), NJ Assemblyman Amodeo (R-2), Atlantic City Beach Patrol, Atlantic City Electric, Atlantic City High School, Chelsea Heights Elementary School, Judith Ripka, Sovereign Avenue School, and Water Watch at Richard Stockton College participated; south Jersey Sweeps Sponsor **Atlantic City Electric surprised COA with a "sea-sational" \$25,000 donation** to celebrate our 25<sup>th</sup> Anniversary year in 2009

**Brigantine** - Nearly 250 people picked-up trash, including beer bottles, fish net, blankets, and beach chairs

**Island Beach State Park** - 15 people collected items such as a syringe, old anchor, tampon applicators, and a piece of a medical rubber hose

**Sandy Hook** - Over 300 citizens attended, including 25 members of United Teletech Financial and 19 groups and schools; volunteers collected 1,507 plastic food and candy wrappers, 2008 plastic bottle caps, 615 cigarette filters, 240 tampon applicators, 128 foam plastic cups, and 34 balloons (one from "Weichert Realty"); some unusual items found: plastic football, bicycle tire, 3 socks, toy horse, toy ship's wheel, massive ball of fishing line, a bed and a tent frame

**Seaside Heights (Grant Avenue)** - 42 people, including students from MATES and the Cedar Bridge Military Academy, reported large pieces of foam plastic on the beach, and debris along and under the boardwalk



At the Kick-Off Rally in Atlantic City: (L-R) NJ Assemblyman John Amodeo (R-2), COA's Jennifer Smiga, NJ Senator Jim Whalen (D-2), Lee Wasman and Jim Cinelli, both of Atlantic City Electric



Thanks to Gateway staff, the Sweep at Sandy Hook is a "shore" success!

### WAVES OF THANKS TO 2008 STATEWIDE SPONSORS:



Special thanks to Jersey Printing Associates for donating print materials, Global Pursuit, and IHOP of Keyport and Neptune, and the site sponsors: Adventure Aquarium, Claremont Care Center, Enterprise Rent-A-Car, J. Knipper & Co., Keyport Business Alliance, Lower Cape May Regional Education Association, Monmouth County Association of Realtors, Panasonic, and Surfrider Foundation – Jersey Shore Chapter, in memory of Daniel Clune.

## EVENTS

Jennifer Smiga, 732-872-0111, [Events@cleanoceanaction.org](mailto:Events@cleanoceanaction.org)  
Emily Hackett, 732-872-0111, [Programs@cleanoceanaction.org](mailto:Programs@cleanoceanaction.org)

### Aveda Greens Fashion Week in NYC

On September 4, COA attended **Aveda's** New York Fashion Week Spring/Summer 2009 kick-off event to help launch their *Caps Recycling Program* (see our October newsletter). Aveda will create new bottle caps for their products from 100% recycled plastic caps that are collected, which is something that has never been done in the beauty industry. COA is helping to collect caps (see *Sea Scenes*, page 2).

For the third consecutive season, Aveda teamed-up with designers to reduce the environmental impact of their shows by taking eco-friendly steps, including: replacing bottled water with NYC tap water in non-toxic aluminum bottles; eliminating use of fur in shows and in all stores; serving organic, locally-sourced food; and printing all programs and invites on post-consumer recycled paper.

### Sun Salutations for a Clean Ocean

On September 23, as part of the Global Mala Project, **Blue Moon Yoga** (BMY) in Shrewsbury, NJ, raised \$1,228 for COA as part of their Sacred Cycle of 108 Sun Salutations. On September 19-21, Fall Equinox, and the United Nations International Day of Peace, studios, teachers and organizations across the globe hosted fundraising celebrations, raising funds and awareness for some of the most essential issues of our times.

BMY owner Lisa Campanelli also co-lead Daisy Girl Scout Troop #1609 (Tinton Falls/Red Bank) in environmental activities such as COA's Beach Sweeps.

"Each year we encourage our girls to get better acquainted with the community and our environment. One of our events is a beach cleanup. The girls love it and it gives them a new found awareness for the environment," said Lisa.

Thank you Lisa and Blue Moon Yoga for your devotion to your ocean!



(L to R) COA's Jennifer Smiga; creator of the Aveda Recycle Caps Program John Delfausse, VP Global Package Development, Chief Environmental Officer of Estee Lauder Corporate Packaging (Estee Lauder is the parent company of Aveda); and COA's Cindy Zipf

### COA Prepares to Celebrate 25<sup>th</sup> Anniversary

On September 26, COA friends **Kate and John Grossarth** hosted a cocktail party at their home, overlooking the Shrewsbury River and ocean in Rumson, NJ. At the event, guests were updated about COA's plans for our 25<sup>th</sup> Anniversary Celebration in February. Throughout the evening, a dedicated crew volunteered to help plan the celebration festivities. The celebration will kick-off a commemorative year of COA programming and events, honoring our success and planning for the new ocean pollution fights and challenges that lie ahead.

"We all have an obligation to support and promote efforts that protect our environment, and our community has certainly benefited from Clean Ocean Action's leadership role," said Kate and John Grossarth. "The Clean Ocean Zone initiative is critical to ensuring that the NY/NJ Bight remains free of industrial use. With initiatives like this, we increase the probability that COA's many outstanding accomplishments over the past 25 years are not ephemeral victories for the environment."

Special thanks to the **Grossarth Family, Beth Ann Albanese, Borough of Rumson, Marilyn Schlossbach of Labrador Lounge, Thompson Family of Guaranteed Plants & Florist, Erika Larkin and Tim Daugherty of Sperry Tents, Rumson Wine & Spirits, The Flaky Tart, Sara Buch, Emily Cunningham, Megan Douty, and Shore Point**



The Grossarth Family:  
Kate, John, Emily, and Will  
(Spanky the dog not pictured)

**Distributors** for their generous donations of party supplies and support for a clean ocean.

For information, to help with the celebration planning, and to learn about our newly-created New Wave Junior Committee led by Tyler Thompson of X.S. Smith, Inc., please call Jennifer. Stay tuned for more 25th Anniversary details.

### COA on the Map: 40°74° Magazine Making a Splash

Clean Ocean Action thanks community members and the staff of **40°74° Magazine** for nominating and honoring Cindy Zipf in the magazine's inaugural list of "40 Who Make a Difference." In the October 2008 edition of **40°74°**, which represents the geographic coordinates of the Monmouth County and surrounding region, the magazine features "leaders and philanthropists, working tirelessly to ensure community services and outreach and the preservation of our pristine landscape and shoreline." The 2008 honorees reflect a diverse field ranging from advocates of the environment to influential figures in the arts and entertainment, education, business, medicine, law, media, politics, religion, philanthropy, and social service. Bruce Springsteen, Tim McLoone, Bob Sickles, and Gloria Nilson are among the honorees. **See photos of Cindy at work in the waves and read the article at [www.app.com/4074/oct2008](http://www.app.com/4074/oct2008).**