

COA PREMIERES PUBLIC SERVICE ANNOUNCEMENT

New Campaign Announced to Promote Citizen Action to Protect the Ocean

Over 200 ocean advocates gathered at The Ocean Club in Atlantic Highlands on June 9 to view the premiere of COA's new Public Service Announcement (PSA) that features clips of Jersey shore citizens, organizations, and business representatives, and includes music by a local Jersey shore legend. COA also launched a corresponding action campaign that will engage more concerned citizens, organizations, businesses, and corporations in actions to protect the ocean.

As people flock to the beaches this summer, the PSA will air on network and cable television stations in the New Jersey and New York City region. The 30-second PSA will inspire people to visit COA's website to learn how to be an ocean advocate. A six-minute video tells the story of the waters off the NY/NJ coast, what the problems are, and how people can help. Both videos are available for viewing on COA's website at www.cleanoceanaction.org. Shortly, the six-minute video will be available on DVD. In addition, a print advertisement and a poster (shown to the right) are available for placement in publications and display in businesses.

The accompanying Public Awareness Campaign will promote awareness about ocean pollution issues and people's roles in being the solution to ocean pollution. The action campaign includes three easy steps for citizens to get involved:

1. Learn simple things to do to help protect the ocean
2. Be informed and ready to take action
3. Make a donation by joining the coalition.

Also announced at the event was a new corporate and benefactor program to help expand programs, including the annual Beach Sweeps and Student Summits. To date, the Public Awareness Campaign Committee has raised over \$150,000 to help expand COA's efforts.

Look for this poster in newspapers, magazines, and other publications. Full color posters are available for placement in offices and businesses.

Do you have ideas for placement of the PSA or print advertisement? Please contact COA.



COA's Principal Scientist Jenni Samson gave fun fish-shaped cookies, made and donated by Suzette O'Brien of Gourmet Picnic, to PSA Premiere attendees.

Public Awareness Campaign Committee

Brian Pasch, Chair
Kurt Bruckmann
Read Murphy
Doug Rossbach
Jeffrey Wrightson
Grace Hanlon, Executive Producer,
Edvantage Media
Scott Rice, Director/Editor,
Coastal Services Group

Special Thanks to

Liz & Tom Thees, Underwriters
Broad Street Exchange
Cross Roads Audio Video
Edvantage Media
Guaranteed Plants & Florists
Gourmet Picnic
Lusty Lobster Specialty Seafood
McCann Systems LLC
Keith Rella



(From L to R) Liz Thees and friends Claire Strouse and Kathy Roemer. Liz and her husband Tom made the successful event possible.