

WHOLE FOODS & COA CELEBRATE OCEAN PROTECTION

"Almost Open" Party Attracts Almost 1,000 Citizens to New Store in Middletown, NJ



(Above) Citizens in line for the "Almost Open" Party
(Below) Kristen Rabourdin of Whole Foods and Cindy Zipf and Jennifer Smiga of COA smile after a successful event



Clean Ocean Action (COA) continued building its relationships with local businesses by forming a working partnership with the new Whole Foods Market in Middletown, NJ, at a recent fundraising event. Nearly 1,000 citizens arrived early and waited in the hot sun on Monday, June 13, to get a glimpse of the organic and natural foods and products before the store's official opening two days later. Whole Foods' "Almost-Open" party to benefit COA raised \$24,369 for the organization's efforts to improve and protect the ocean. Whole Foods matched all donations made by citizens at the door and generously exceeded the match by donating \$25,000 to COA, bringing the grand total to nearly \$50,000. These funds will improve and expand COA's programs such as the Beach Sweeps, Student Summits, and the Clean Ocean Zone campaign.

"We are thrilled and delighted to create a working partnership with Whole Foods. Their focus on providing alternatives to promote cleaner and healthier living is good news for all of us, and for the whole planet," said Cindy Zipf, COA's Executive Director.

The beach-themed event featured food samples, wine tasting, and live music by a steel drum band. Clean Ocean Action's new print advertisement was displayed and the new videos were played throughout the evening to promote public awareness about ocean pollution issues.

Special thanks to Whole Foods Staff: Kristen Rabourdin - Middletown Marketing Team Leader, Paula DiMeglio - Middletown Store Team Leader, Angela Rakis - Marketing Coordinator, Fred Shank - Public Relations Manager, and the entire Whole Foods crew and vendors for their generosity and dedication to a cleaner ocean!

For information on the various ways your business can get involved with and support COA, please contact Jennifer Smiga at 732-872-0111.

YES! I want to volunteer for Clean Ocean Action.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Daytime Phone: _____ Evening Phone: _____

E-mail: _____



Please check the areas in which you would like to volunteer:

Office Tasks

- Mailings
- Computer/Data Entry
- Filing
- Organizing

Environmental Protection/Action

- Cleanup events
- Storm drain stenciling
- Letter-writing
- Attend a public hearing
- Testify at a public hearing
- Environmental monitoring

Fundraising

- Events Committees
- Corporate Outreach
- Potential Donor Research

Education

- Information Tables
- Presentations/Programs
- Public Awareness

Please tell us about any special talents or expertise:

Circle the day(s) of the week you are available to volunteer: **M** **T** **W** **TH** **F** **SAT** **SUN**

Circle the time(s) of day you are available to volunteer: **Morning** **Afternoon** **Evening**

Mail or fax this completed form to:

Kari Jermansen, Outreach Director, Clean Ocean Action, PO Box 505, Sandy Hook, NJ 07732
 Fax: 732-872-8041 Phone: 732-872-0111 Email: SandyHook@CleanOceanAction.org