

EVENTS

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Help COA “Connect the Drops” for Clean Water from ME to NJ: Aveda Earth Month Campaign

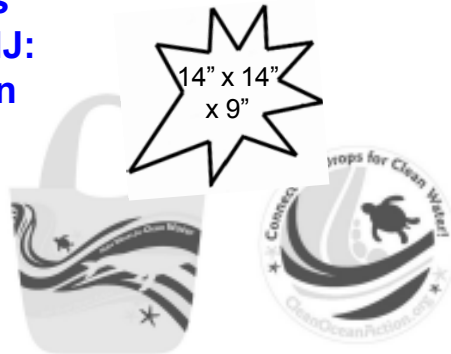
Clean Ocean Action is thrilled to announce for the second consecutive year we will partner with the global beauty care company **Aveda Corporation** during their “Earth Month for Clean Water” campaign. In 2007, their network raised over \$80,000 for clean water in our region. This year, COA will work with teams from Maine to New Jersey to raise funds for local and national clean water initiatives.

During the month of April, Aveda salon and spa professionals, employees, and guests work together to raise funds for organizations that protect biodiversity and address environmental issues around the world. Earth Month focuses on an environmental topic, helping to raise awareness around the issue, cultivate and educate supporters, and contribute funds to nonprofit organizations.

What started out as a day of awareness in 1990 has grown into a month-long international campaign. Salons, institutes, experience centers, and offices tailor their Earth Month effort according to their own strengths and creativity. Some contribute a portion of their sales that month, or work during a “Day of Beauty” when they’re not normally open and contribute all sales from that day. Others partner with local groups to hold silent auctions, fashion shows, and more.

Since Aveda’s 1999 Earth Month Campaign, the company has raised more than \$8 million—and millions more in awareness—for environmental causes across the globe.

“Aveda believes that authentic beauty is one that works in harmony with the greater web of life. It does not qualify as beauty if it hurts any of the diverse life forms that the best beauty artist of all, Nature, created. Authentic beauty cares for the environment, which we inherited from elders and will leave to generations that follow us,” said **Dominique Conseil, President of Aveda**.



Clean Ocean Action's newly designed
“Connect the Drops” tote bag and
window decal

Visit COA's website
for details &
an expanded list of
Earth Month events.

April 5 - Cherry Hill Mall,
Cherry Hill, NJ, *Presentation
& plastic bag exchange*

**April 11 - Gullo's Salon and
Beauty Boutique,** Medford,
NJ, *Every Drop Matters,*
11am-4pm

**April 12 - Swarthmore Hair
Studio,** Swarthmore, PA,
Make-up Day

**April 18 - Aveda King of
Prussia Sales Office,** King
of Prussia, PA, *Spa Day*

**April 19 - Hampton, NH, and
Revere, MA, Aveda
Northeast Beach Sweeps,**
10am-12pm

April 19 - A New Beginning,
Stony Hill Inn, Bethel, CT,
Go Green Earth Gallery,
11am-4pm

**April 20 - Art+Science
Salon,** Philadelphia, PA,
12-6pm



*Gullo's Salon & Beauty Boutique in
Medford, NJ, sold Clean Ocean Zone
“drops,” hosted a Cut-a-Thon, and more
to raise funds in Earth Month 2007*



*In 2007 salon professionals at Pure Energy
Hair Studio in Nutley, NJ, donated their
time and energy toward a raffle and
Earth Month celebration to raise funds*



*Aaron King of Aveda's NYC
team participated in a
cigarette butt cleanup for
clean water in April 2007*

Join Clean Ocean Action for Flat Out Fishing Fun!



14th Annual John Murphy & Bob Hunter
Memorial Winter Flounder Tournament
Saturday, April 5th, 2008
Bahrs Landing, 2 Bay Avenue, Highlands

This free, fun-filled family event is an annual tribute to Monmouth County's John Murphy, local fishing legend, and Bob Hunter, ocean advocate and tournament founder.

9am **Blessing of the Waters & Continental Breakfast**
3-5pm **Children's Games, Auction, & 50/50 Raffle**
5pm **Awards Ceremony**
 1st Place Trophy by Chuck Abel
 Cash Prizes (\$300 - 1st Place, \$150 - 2nd Place, \$75 - 3rd Place)

*Refreshments provided by **Bahrs Landing** and **Hunterdon Brewing Co.**
Every child that weighs-in a fish receives a prize!*

Please register online by April 4 or at the event. Must be present at Bahrs at 5pm to accept prizes. Flounder must measure 12" for weigh-in eligibility and possession limit is 10.



Dorothy Obropta, a volunteer, welcomes anglers at weigh-in



The Cosgrove Family of Bahrs Restaurant



Children take the "Duncan Pledge for the Planet" in honor of COA long-time Tournament friend Bill Duncan

Special thanks to our Sponsors, Committee, and Volunteers:

Sponsors: Channel Club of Monmouth Beach, Allied Printing & Graphics Co., Blue Water Marine Repairs

Committee: Dery Bennett, American Littoral Society; Stacy Brody; Jay Cosgrove, Bahrs Landing; Joanne & Lauren Giordano; Jean Marie & Ed Horgan, Skipper's Boatyard; Mike Matulonis, Montauk Mike's Lures; Dorothy Obropta; and Ed Wisniewski

Volunteers: Barbara Bennett; students from the Environmental Club of Monmouth Regional High School in Tinton Falls and Marine Academy of Technology and Environmental Science in Manahawkin