



PRESS RELEASE:

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GROUP UNVEILS OUTREACH CAMPAIGN AND PUBLIC OPINION SURVEY TO ASSESS LOCAL PERSPECTIVE ON OCEAN INDUSTRIALIZATION PLANS OFF NJ COAST

Sea Bright, NJ – Today, Clean Ocean Action (COA) and fellow advocates for the ocean — including a shoreline business owner and dedicated volunteer — gathered at Lucky Dog Surf Co. to kick off COA’s annual summer outreach program to keep the ocean clean, wild, and free. While the theme of the campaign varies from year to year, the method is the same: Training local volunteers to engage and inform the public about urgent threats to the ocean.

“The ocean is for everyone, so everyone should play a role in defending it,” said **Reagan Volk, COA’s 2024 Summer Ocean Policy Campaign Intern**. “This is why I am proud to unveil our public opinion survey evaluating locals’ opinions on current plans for ocean industrialization. This summer, Clean Ocean Action will have volunteers manage information tables at beach clubs, farmers’ markets, and boardwalks along the coast. At these tables, residents and visitors can offer insight as to how they want to see their ocean protected.”

“Proposals for ocean development projects have reached the Jersey shore. Construction will take place at an unprecedented scope and scale. In the face of these rapid changes, it is crucial to consider the pros and cons equally. However, many government groups and energy development companies are ignoring the potential consequences of these projects. The ocean is not a testing ground,” said **Chelsea Taylor, a long-time COA volunteer**. “I am volunteering my time to speak on this issue because I want to spark conversation about what is best for the future of our community, our ocean, and our planet. Educating residents about the threats to their shore is the first step.”

“Clean Ocean Action is celebrating its 40th year defending the ocean and the result is a thriving, clean ocean thanks to thousands of citizens stepping up and taking action. A key to this success is engaging people during the summer in public awareness and action campaigns. For over 30 years, these campaigns have been led by COA Student Interns. This year's focus is to garner public opinion about the need for vigilance and action to protect the ocean at this crucial time. We urge everyone who appreciates or depends on the ocean to make their voices heard,” said **Cindy Zipf, COA Executive Director.**

“Clean Ocean Action has spent the past 40 years doing groundbreaking work to keep our oceans clean, wild, and free. The Clean Ocean Zone is a critical opportunity to lock-in this progress and lock-out irresponsible industrialization. Meanwhile, our proposal would support fishing, boating, and responsible renewable energy to foster a clean ocean economy. However, we cannot pass this monumental legislation alone. To make a lasting difference, we need New Jersey residents to be involved in the process of making decisions for the future of our shore,” concludes **Volk.**

To learn more about the Clean Ocean Zone, and for the survey and other campaign resources, visit www.cleanoceanaction.org or contact the office at 732-872-0111. The final public opinion survey results will be shared with the public in mid-August.

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