

## **PRESS RELEASE & EVENT ANNOUNCEMENT**



### **FOR IMMEDIATE RELEASE**

**\*\*OCTOBER 3, 2013\*\***

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### **FALL INTO ACTION FOR THE JERSEY SHORE BEACH SWEEPS**

*Over 65 Locations from Cape May County to Middlesex County*

*-Saturday, October 19, 2013-*

**Coastal NJ** - Clean Ocean Action (COA) invites citizens and organizations to participate in the 28th Annual Fall Beach Sweeps as part of the Wave of Action on Saturday, October 19 at over 65 sites along the Jersey Shore. A complete list of cleanup locations and times can be found at [www.CleanOceanAction.org](http://www.CleanOceanAction.org).

"Clean Ocean Action is excited to continue to integrate Beach Sweeps into the Waves of Action program, a year-long initiative to recover and restore the NY/NJ coastline after the devastation of Sandy," commented **Catie Tobin, Clean Ocean Action Ocean Advocacy and Education Fellow**.

The Beach Sweeps is much more than picking up trash, it's about collecting data to help reduce sources of pollution. Volunteers are instructed to record the quantity and types of debris found. The information collected at the Sweeps is analyzed and published into annual reports. These reports help identify pollution problems, aid legislators in enacting laws to protect our marine environment, and inform local, state and international efforts to combat marine pollution. COA will release the 2013 Annual Beach Sweep report mid-April, just in time for the spring Beach Sweeps. All reports are available online at [www.CleanOceanAction.org](http://www.CleanOceanAction.org).

COA encourages participation from volunteers of all ages individually or from businesses, families, and organizations. **Volunteers are requested to pre-register** by using the online sign-up form at [www.CleanOceanAction.org](http://www.CleanOceanAction.org). Volunteers should wear gloves, dress for the weather, apply sunscreen, and wear closed-toed, hard-soled shoes. Volunteers can find a site near them from Cape May County to Middlesex County. [Click here for a complete list of sites](#).

A number of businesses partner with COA to sponsor the Beach Sweeps. The Statewide Sponsors for the 2013 Beach Sweeps are **Aveda** and **Bank of America**.

“Through Beach Sweeps, our teams of volunteers have assisted in cleaning-up trash and debris on New Jersey beaches, lakes, rivers and streams,” said **Bob Doherty, New Jersey president, Bank of America.**

“Clean Ocean Action offers people a chance to improve their environment and be part of a global effort to drive positive change.”

**Statewide Sponsors** include Aveda and Bank of America. **County Sponsors** include Atlantic City Electric, BD, Brook 35 & West, Comcast Cares, Montecalvo Material Recovery Facility, The Grove, TD Bank, Shoprite Wakefern and United Teletech Financial. **Site Sponsors** include Adventure Aquarium - Ocean City 59th Street Pavilion, Baine Contracting - Brick Beach I, Brookdale Community College - Middletown Bayshore Waterfront Park, Enterprise Rent A Car - Sandy Hook, Kohl's - Sandy Hook, New Jersey Natural Gas - Belmar 1st Avenue, Paul V. Fernicola & Associates - Loch Arbour/Allenhurst, Surfrider Foundation/Jersey Shore Chapter - Asbury Park North Beach, Surfrider Foundation/South Jersey Chapter - In Memory of Tommy Kraemer - Avalon.

### **FUNdraise**

Support Beach Sweeps: raise \$100 and receive a special gift.

Start your fundraiser at <http://www.crowdrise.com/BeachSweeps>.

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### ***About Clean Ocean Action***

Clean Ocean Action is a coalition of over 130 boating, business, community, conservation, diving, environmental, fishing, religious, service, student, surfing, and women's groups. Based in Sandy Hook, COA is the only full time regional coalition that works exclusively for a clean ocean off the coasts of New Jersey and New York.