



For Immediate Release

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Dogs Take a Stand in the Sand FUR Clean Water

Sandy Paws 2nd Annual Dog Walk to Help Clean Beaches and Water

Highlands, NJ – Looking for a doggone good time? Join Clean Ocean Action (COA) on September 24, 2016 at the Second Annual Sandy Paws, *Walk FUR Clean Water* event to raise funds and awareness to clean up the coast.

This innovative event allows dogs to take the lead and show their support for the ocean by creating their own fundraiser and walking from any location. The mission of Sandy Paws is to support COA's programs to reduce water pollution. Sandy Paws encourages **paw**ticipants to learn how to improve water quality by always picking up after their pets and removing litter from the beaches and local watersheds.

The main Sandy Paws walk will take place on the Boardwalk in Asbury Park, NJ with additional walk locations throughout the state and beyond. There are multiple ways to join the Sandy Paws event:

- Register to walk at any location
- Join an existing “Pack”
- Create a fundraising page to compete for “Sandy Paws Top Dog”
- Become a “Pack Leader” and organize a walk!

The awarded “Top Dog” will receive prizes, such as dog toys, Naylabones and dog food, as well as a feature photo on promotional items for Sandy Paws 2017. Businesses, schools and organizations are also encouraged to create a “Pack” and help create awareness for COA’s mission.

Sandy Paws is a volunteer-run crowdfunded event relying heavily on the participants’ dedication to water quality and environmental issues concerning their pets. “Bayshore is an environmentally sensitive recycling and waste management company that has a passion for the environment and our pets! We are a proud supporter of Clean Ocean Action in their unrelenting mission to keep our oceans healthy,” said **Valerie Montecalvo, President & CEO of Bayshore Recycling Corp.** “Living so close to the beach...we know first handedly how important it is to keep the sand and water free of debris. COA’s Annual Beach Sweeps is something that we look forward to each year and continue to implement into our Company Events Plan... it would only make sense to join the Sandy Paws Committee and encourage our employees to participate. This is one of our favorite events all year, since we get to bring our furry friends along for some fun in the sun while keeping the seas trash free!”

Pre-Registration is encouraged, however, day-of registration begins at 9:30am outside Convention Hall in Asbury Park, NJ. Participants will join COA from 10:30am-12:00pm for the official walk, vendors, free giveaways, pet costume contest, and live music. The After **PAWty** for all Sandy Paws participants kicks off at 12:00pm at Wonder Bar in Asbury Park with complimentary Tito's Vodka drinks, awards ceremony, and more doggone fun! We encourage participants to bring new toys and/or dog food to donate to local animal rescue organizations. To register your dog and for a complete list of "Pack" locations, please visit COASandyPaws.org!

"We are proud to support Clean Ocean Action, and the important work that the organization does, through our participation in Sandy Paws. Philanthropy and community action are such a huge part of the Tito's Handmade Vodka brand ethos, and I am thrilled we will be on hand to participate in this project to raise money for an incredible cause," said **Amy Lukken, Joyologist and Director of Philanthropy for Tito's Vodka.**

Fundraising is run through CrowdRise and is accessible via CoaSandyPaws.org. For more information on how to register, become a vendor or sponsor, please contact Tory Woods at events@CleanOceanAction.org or 732-872-0111.

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