

Caps Off to Clean Ocean Action's "Flip Your Lids Contest" Winners

Grand Prize Winner : Charles Street Elementary School of Palmyra; Collected 221,537 caps

Organization: Medford Lakes Cub Scout Pack #48; Collected 36,350 caps

Business: Teachers' Insurance Plan of NJ; Collected 10,500 caps

Family: Bastarrika Family of Flanders; Collected 10,800 caps

AVEDA
the art and science of pure flower and plant essences

Blackwell's
Organic

Prizes Generously Donated
and Underwritten by

TORCON

Rodilosso Family of Rumson
Spellbinders Surf & Snow

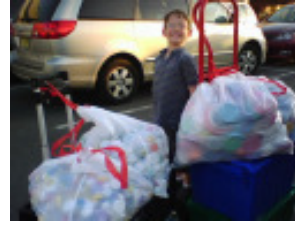
Teachers' Insurance Plan of NJ
Special rates for a special class of people



Students from Mullica Middle School dive into "cap action"



Students from Ranny School display their caps collection



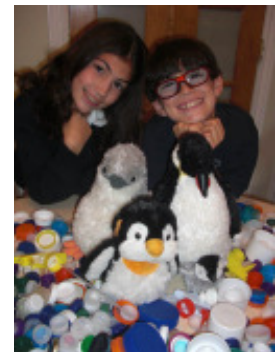
Chris O'Neill, Medford Lakes Cub Scout Pack #48



Renee Hoffecker accepts Grand Prize on behalf of Charles Street School

COA is proud to announce the remarkable success of the plastic bottle cap recycling program and the "Flip Your Lids" contest. With the help of Aveda's network of salons, stores, and schools, plastic bottle caps are sent to Aveda's recycling partner where the material is recycled into new, 100 percent recycled caps and bottles.

The Wolfe Family of Fair Haven, NJ, were present at the event that unveiled this Aveda program in September 2008 and were spurred into action, organizing caps collection programs across Monmouth County schools and businesses. Long time supporters of COA, the Wolfe's also broached the idea of further promoting this initiative with COA. The Wolfe Family and Ranney School, where Casey (12) and James (9) are students, received certificates acknowledging their role in pioneering this groundbreaking effort.



The Wolfe Children pose with their caps

*Congratulations to
over 40,000
participants from 200
schools,
organizations,
businesses, and
families for
collecting 2,238,053
caps for recycling.*

The COA crew salutes the cap recycling program and recognizes Aveda as a global leader in corporate environmental sustainability. Through the 'Flip Your Lids' contest not only was awareness raised regarding non-point source pollution and the harmful effects of plastics in our ocean, but also the next generation of ocean advocates has begun to work toward protecting the planet. The caps in the contest are just the tip of the iceberg, millions more caps continue to be recycled through the program.

Prizes included a Blackwell's Organic Gelato Party, gift cards for Reusablebags.com, a framed certificate of appreciation, and Aveda Products. **The campaign does not end with this contest.** To find out how to recycle plastic bottle caps with Aveda log on to their website at www.aveda.aveda.com/aboutaveda/caps.asp.