

## Participating Organizations

Alliance for a Living Ocean  
American Littoral Society  
Arthur Kill Coalition  
Asbury Park Fishing Club  
Bayberry Garden Club  
Bayshore Regional Watershed Council  
Bayshore Saltwater Flyrodders  
Belford Seafood Co-op  
Belmar Fishing Club  
Beneath The Sea  
Bergen Save the Watershed Action Network  
Berkeley Shores Homeowners Civic Association  
Cape May Environmental Commission  
Central Jersey Anglers  
Citizens Conservation Council of Ocean County  
Clean Air Campaign, NY  
Coalition Against Toxics  
Coalition for Peace & Justice/Unplug Salem  
Coast Alliance  
Coastal Jersey Parrot Head Club  
Communication Workers of America, Local 1034  
Concerned Businesses of COA  
Concerned Citizens of Bensonhurst  
Concerned Citizens of COA  
Concerned Citizens of Montauk  
Concerned Students and Educators of COA  
Eastern Monmouth Chamber of Commerce  
Fisher's Island Conservancy  
Fisheries Defense Fund  
Fishermen's Conservation Association, NJ Chapter  
Fishermen's Conservation Association, NY Chapter  
Fishermen's Dock Cooperative, Pt. Pleasant  
Friends of Island Beach State Park  
Friends of Liberty State Park, NJ  
Friends of the Boardwalk, NY  
Garden Club of Englewood  
Garden Club of Fair Haven  
Garden Club of Long Beach Island  
Garden Club of RFD Middletown  
Garden Club of Morristown  
Garden Club of Navesink  
Garden Club of New Jersey  
Garden Club of New Vernon  
Garden Club of Oceanport  
Garden Club of Princeton  
Garden Club of Rumson  
Garden Club of Short Hills  
Garden Club of Shrewsbury  
Garden Club of Spring Lake  
Garden Club of Washington Valley  
Great Egg Harbor Watershed Association  
Green Party of Monmouth County  
Green Party of New Jersey  
Highlands Business Partnership  
Holly Club of Sea Girt  
Hudson River Fishermen's Association  
Jersey Shore Captains Association  
Jersey Shore Parrot Head Club  
Jersey Shore Running Club  
Junior League of Monmouth County  
Keypoint Environmental Commission  
Kiwanis Club of Manasquan  
Kiwanis Club of Shadow Lake Village  
Leonardo Party & Pleasure Boat Association  
Leonardo Tax Payers Association  
Main Street Wildwood  
Mantoloking Environmental Commission  
Marine Trades Association of NJ  
Monmouth Conservation Foundation  
Monmouth County Association of Realtors  
Monmouth County Audubon Society  
Monmouth County Friends of Clearwater  
National Coalition for Marine Conservation  
Natural Resources Protective Association, NY  
NJ Beach Buggy Association  
NJ Commercial Fishermen's Association  
NJ Environmental Federation  
NJ Environmental Lobby  
NJ Main Ship Owners Group  
NJ Marine Education Association  
NJ PIRG Citizen Lobby  
Nottingham Hunting & Fishing Club, NJ  
NYC Sea Gypsies  
NY State Marine Education Association  
NY/NJ Baykeeper  
Ocean Wreck Divers, NJ  
PaddleOut.org  
Piscataway Saltwater Sportsmen Club  
Raritan Riverkeeper  
Religious on Water  
Riverside Drive Association  
Rotary Club of Long Branch  
Rotary District #7510—Interact  
Saltwater Anglers of Bergen County  
Sandy Hook Bay Anglers  
Save Barnegat Bay  
Save the Bay, NJ  
SEAS Monmouth  
Seaweeds Garden Club  
Shark Research Institute  
Shark River Cleanup Coalition  
Shark River Surf Anglers  
Shore Adventure Club  
Sierra Club, NJ Shore Chapter  
Sisters of Charity, Maris Stella  
Sons of Ireland of Monmouth County  
Soroptimist Club of Cape May County  
South Jersey Dive Club  
South Monmouth Board of Realtors  
Staten Island Friends of Clearwater  
Staten Island Tuna Club  
Strathmere Fishing & Environmental Club  
Surfers' Environmental Alliance  
Surfider Foundation, Jersey Shore Chapter  
TACK I, MA  
Terra Nova Garden Club  
Three Harbors Garden Club  
Unitarian Universalist Congregation/Monm. Cnty.  
United Boatmen of NY/NJ  
Village Garden Club  
Volunteer Friends of Boaters, NJ  
WATERSPIRIT  
Women's Club of Brick Township  
Women's Club of Keyport  
Women's Club of Long Branch  
Women's Club of Merchantville  
Women's Club of Spring Lake  
Women Gardeners of Ridgewood  
Zen Society



Ocean Advocacy  
Since 1984

# Clean Ocean Action

[www.CleanOceanAction.org](http://www.CleanOceanAction.org)

## Main Office

18 Hartshorne Drive  
P. O. Box 505, Sandy Hook  
Highlands, NJ 07732-0505  
Voice: 732-872-0111  
Fax: 732-872-8072  
[SandyHook@CleanOceanAction.org](mailto:SandyHook@CleanOceanAction.org)

## South Jersey

Telephone: 609-729-9262  
732-272-2197  
[SJprogram@CleanOceanAction.org](mailto:SJprogram@CleanOceanAction.org)

Dear Friend of the Ocean,

## Seaside greetings from Clean Ocean Action!

We are honored to announce an exciting new partnership with Aveda, a leading global beauty and hair care company, to collect plastic caps across the Monmouth County region and beyond. Clean Ocean Action (COA) and Aveda are challenging citizens to help reduce marine debris by collecting plastic caps to be recycled. We hope you will consider joining us in this **important and exciting recycling opportunity**. It will educate people about non-point source pollution or “pointless pollution” and the harmful effects of plastics in our ocean.

## What is non-point source pollution or pointless pollution?

Non-point source pollution, also called pointless pollution, originates from many different sources, instead of a single, identifiable point. Every rainfall or snowmelt washes pollution and debris, like plastic caps and litter, into waterways which all flow into the ocean. Importantly, this pollution is entirely preventable as we all play a role in creating pointless pollution. Therefore, we all play a role in solving this problem.

**Plastic litter is not only ugly; it is harmful to marine life.** Often this litter ends up on our beaches and in our waterways. Birds and marine life mistake them for food with tragic results. But you can help: stop litter and support recycling programs.



*Pictured above is a bird that has ingested marine debris. as shown on the right.*

**Did you know that most plastic bottle caps are not recycled?** Since there are no other recycling programs for bottle caps, they are simply tossed away. The magnitude of this pollution problem is devastating. For example, in just two days at COA's 2007 Beach Sweeps volunteers removed 33,724 caps and lids from beaches.

*(over please)*



*Caps off to Casey & James Wolfe of Fair Haven, NJ and Ranney School for Launching Aveda's Cans Campaign with COA*

**If that's not bad enough, the following fact will really flip your lid!** Plastic bottles we recycle often become trash because people leave the caps on. During the recycling process, if a cap does not pop off a bottle during the compression stage, the entire bottle is discarded as trash.

**What can your school, organization, or family do to fight this type of pollution?**

- Step 1. Complete the registration form (see attached) and submit it to Clean Ocean Action.
- Step 2. Begin **collecting and counting** plastic screw caps from water and soda bottles; lotion, shampoo, milk, ketchup containers; detergent bottles and the like—you get the idea. Remember to keep an ongoing count of how many caps you collect.
- Step 3. Once COA receives your completed registration form we will contact you with additional information regarding program and contest logistics (including delivery of your collected caps), prizes, and recognition of your efforts.

**When is deadline for collecting caps for the contest?** On May 17, 2009, at COA's Annual Family Beach Party at the Ship Ahoy Beach Club in Sea Bright, individual and group prizes will be awarded to the schools, organizations, families, and local businesses that collect the most caps. Note that though the contest ends in May, the caps recycling effort will continue.

**What will be done with the caps that are collected?** Aveda will create new containers and caps from this stream of recycled plastic caps, which is something that's never been done in the beauty industry.

Thanks to a wave of action and support from friends like you, Clean Ocean Action will celebrate its 25<sup>th</sup> Anniversary in 2009. We have worked hard to cleanup and protect the ocean to make it a jewel for families who visit and live on the shore. In addition to joining the caps program, we urge you to visit our website at [www.cleanoceanaction.org](http://www.cleanoceanaction.org) to learn more about our additional programs, which include the Clean Ocean Zone, Beach Sweeps, Student Summits, and much more.

Thank you for your interest in joining the Aveda Caps Campaign and helping Clean Ocean Action "Connect the Drops" as we launch this international program right here in New Jersey.

Together we can fight ocean pollution!

Sincerely,



Cindy Zipf  
Executive Director



Carl Guastaferrro  
Citizen Action and Activities Coordinator