



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 – It was paws a' plenty on the Asbury Park Boardwalk on Saturday, September 24 as pups from across New Jersey took to the beach at Clean Ocean Action's (COA) Second Annual Sandy Paws, *Walk FUR Clean Water*, to raise awareness and funds for COA's year-round work to improve the marine environment.

This innovative event allows dogs to take the lead and show their support for the ocean by fundraising and helping to spread the mission of Sandy Paws and clean beaches for pets and people. Sandy Paws encourages **paw**ticipants to remove debris on every walk with their dog and how to improve water quality by always picking up after their pets.

The dog that raised the most funds was awarded the Sandy Paws 2016 "Top Dog!, Lady and owner Samantha Kreisler, raised over \$1,150 and will be the lead dog for the 2017 event, won amazing prizes such as dog bowl and leash from Tito's Vodka, dog food from Blue Buffalo, a gift certificate to Tommy's Tap & Tavern, and much more! Runner up, d'Jango and owner Julie Rowe, raised an additional \$625, both proving that a dogs' love of the beach has the power to raise essential funds and awareness for protecting the ocean.

"Ever since I rescued my dog Lady from a shelter in Miami she has always loved swimming in the ocean. She is questionably part fish if you ask me," **Samantha Kreisler** laughed as she spoke about Lady. "We are both really excited about winning Top Dog! In addition to winning some awesome prizes, it was great to be able to raise awareness about some really important ocean issues. If one mutt can inspire people to make a difference we all can too."

Costume contest, judged by young ocean advocates who walked with their pup, Moose, decided on the most Sea-Worthy, Like-Pet/Like-Owner, Diva Dog, and the Most-Creative costumes of the day. Dogs and owners also enjoyed stopping at the local vendors and sponsors, such as World Subaru and Jeep, for free giveaways, dog treats, and more!

"It's always great to get locals together for a good cause. Spreading awareness and getting involved with important issues of the world is vital to our future," said **Pamela Anna Antonia, Hoboken Pack Leader**. "I think COA's Sandy Paws is an amazing cause and I'm happy to have been a part of the event this year!"

After the walk, dogs and owners headed to The Wonder Bar for the Sandy Paws After PAWty sponsored by Tito's Vodka for Dog People, a "Smooch Your Pooch" photo booth, and puppy playtime. "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**.

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