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- Join the Tour for the Shore! (page 3)
- C.O.A.S.T. 2012 to Rally 30 Officials in 30 days
- Get Ready for Seaside Sunset!

August 2012 Highlights

1. Sign-up to volunteer.
2. Get in motion for the ocean: join the Tour for the Shore 2012!
3. Have some fun for a cleaner ocean at one of the many upcoming events to benefit COA.

TAKE 3 ACTIONS TO HELP OUR OCEAN:

Clean Ocean Action
18 Hartshorne Drive, Suite 2
Highlands, NJ 07732
732-872-0111
www.CleanOceanAction.org



Join outrigger canoeist Margo Pellegrino and COA Coastal Policy Attorney Sean Dixon for the **Tour for the Shore!** For more information about Margo's other coastal paddles, visit www.miami2maine.com



UPCOMING EVENTS

July-August

Clean Ocean Action Shore Tips (C.O.A.S.T.) Campaign 2012, Check our Facebook page for dates and locations.

August 10-24

Tour for the Shore 2012, Cape May, NJ, to Montauk, NY. To get involved, see pages 3-5, or www.CleanOceanZone.org.

August 12

Summa Love Surfing and Yoga Surf Camp, 10am-12pm, Ocean Lane, Deal, NJ (Phillips Ave. Beach).

\$50 donation to COA, all equipment included. Register with Bryan at 908-910-4552 or info@summalove.com.

October 5 - Save the Date:

Seaside Sunset (the party formerly known as Sunset at Sandy Hook), 6-10pm, McLoone's Pier House, Long Branch, NJ. Enjoy live music and fabulous restaurants. Reservations \$100 per person; contact Emily at COA.

TRIBUTES



**In Memory of Alfred Klus
In Honor of
Valerie and Frank Montecalvo**

The Clean Ocean Zone's Two Newest Supporters

Over the last month, the Clean Ocean Zone campaign gained the support of a regional and international organization, and friends of the ocean:



The **Peconic Baykeeper**, headquartered in Quogue, NY, is dedicated to the protection and improvement of the aquatic ecosystems of the Peconic and South Shore estuaries of Long Island. The Baykeeper takes action by promoting conservation, furthering public education, and supporting research and public participation in the stewardship of the Peconic Bay and South Shore estuaries.



Founded in 1999 by environmental attorney and activist Robert F. Kennedy, Jr., and several Waterkeeper Organizations, the **Waterkeeper Alliance** is a global movement of over 200 on-the-water advocates who patrol and protect over 100,000 miles of rivers, streams and coastlines on six continents.

Headquartered in New York City, the Waterkeeper Alliance supports worldwide "Keeper" Organizations, combining firsthand, local knowledge of waterways with international expertise in advocacy and stewardship – along with an unwavering commitment to the rights of their communities and to the rule of law.

COA welcomes these two great organizations to the rolls of Clean Ocean Zone supporters, and looks forward to working with both groups in the future!

RALLY FOR 30 OFFICIALS IN 30 DAYS

Joanna Simon, C.O.A.S.T. intern, Coast@cleanoceanaction.org

It is less than one month away from the launch of the 2012 Tour for the Shore - an unprecedented public awareness campaign to support the nation's first Clean Ocean Zone (COZ), an initiative which will permanently protect and celebrate the waters off our coast (see insert for Tour details).

The C.O.A.S.T. (Clean Ocean Action Shore Tips) campaign promotes citizen-to-citizen communication, building a grassroots movement of concerned and informed citizens. Through the 2012 C.O.A.S.T. program, Clean Ocean Action and COA volunteers will be working to rally 30 elected officials to sign-on in support of the COZ in the next 30 days leading up to the Tour.

We need the support of both the public and our elected officials in order to pass this important initiative. It is now more important than ever to educate those around us about the importance of a healthy marine ecosystem and a clean ocean zone.

Belmar Mayor Matt Dougherty was in attendance and the first of the 30 officials to sign-on in support of the Clean Ocean Zone, stating "I am proud to be the first elected official to sign the Clean Ocean Zone resolution during this C.O.A.S.T. campaign."

To find out more about you can help us in our efforts, please visit www.cleanoceanzone.org or call Clean Ocean Action at 732-872-0111.

SCIENCE & POLICY NEWS

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Sean Dixon, Esq., Policy@cleanoceanaction.org

Barneget Bay is Degraded But Not Officially Recognized

The Rutgers Institute of Marine and Coastal Sciences recently released a multi-year study that showed the water quality and habitat of Barneget Bay have been degraded by excessive nutrient pollution. Extensive macroalgae blooms have smothered the seafloor and shorelines. The Bay has also experienced poor water clarity, decreased seagrass biomass, harmful brown tide blooms and declines in shellfish populations.

However, the NJ Department of Environmental Protection (DEP) has not officially recognized these problems on the state's 2012 list of polluted waters. The listing of waterways is important because it is designed to trigger regulatory action to reduce pollution and restore waters that have been degraded. In addition, despite issues with Dissolved Oxygen (DO) in the northern part of Barneget Bay, NJ DEP has hastily removed this region from the polluted water list. The southern part of the Bay also has low DO problems and should be added to the list. COA will be submitting comments to DEP.

Continued Problems in the Navesink and Shrewsbury Rivers

COA has reviewed NJ's the polluted water list for other areas and is concerned about the continued problems in the Shrewsbury River region including the Navesink River. Despite efforts that were supposed to reduce sources of fecal contamination from human and animal waste, it appears that they have been ineffective. These areas are still not meeting water quality standards for bacteria. COA is also very concerned that the state has prematurely declared the areas are more healthy than they are based on dissolved oxygen levels. There is data that shows low levels of dissolved oxygen in some of these areas and that the standard has not been met. COA will be submitting comments to DEP on these and other concerns.

UPDATED TOUR FOR THE SHORE SCHEDULE!



Tour Destinations

Check cleanoceanzone.org for event sites and participation details

- Friday, August 10** – Cape May Point Launch – Avalon
- Saturday, August 11** – Avalon – Ocean City – Atlantic City
- Sunday, August 12** – Atlantic City – Barnegat Light
- Monday, August 13** – Barnegat Light – Point Pleasant Beach
- Tuesday, August 14** – Point Pleasant – Sandy Hook
- Wednesday, August 15** – Sandy Hook – Keansburg
- Thursday, August 16** – Staten Island – Manhattan
- Friday, August 17** – Manhattan – Jamaica Bay
- Saturday, August 18** – Jamaica Bay – Point Lookout
- Sunday, August 19** – Point Lookout – Fire Island
- Monday, August 20** – Just one of those days (check website)
- Tuesday, August 21** – Mastic Beach – Shinnecock County Park
- Wednesday, August 22** – Just one of those days (check website)
- Thursday, August 23** – Shinnecock County Park – Montauk Point
- Friday, August 24** – Long Island Century Ride & Final Celebration in Montauk

Special Events

- Friday, August 10 - Wednesday, August 15:** Teams to Ride SUPzilla (14- person Stand-up Paddle Board)
- Wednesday, August 15:** Monmouth County Bayshore Environmental Summit, 5-7 PM Location TBA
Join Clean Ocean Action and other local advocates at a 2-hour Town Hall meeting on the environment, people, and health of the Bayshore.
- Friday, August 17:** SEA Stand Up Paddle Event, 8:30 AM Launch to go with the tide
For more information, visit seapaddlenyc.org
- Sunday, August 19:** Fire Island Beach Cruiser Bike Ride, 10 AM
- Friday, August 24:** Final Celebration, 12-4 PM Montauk State Park

Tour for the Shore Blue Drinks Meet-ups

Join us throughout the Tour for the Shore for Green Drinks Meet-ups! Come to Happy Hour to spend time with other members of the environmental community. Discuss the Clean Ocean Zone, ocean conservation, marine policy and renewable energy with ocean champions from New Jersey and New York over a cold one!

Monday, August 13
Jenkinson's
Pt. Pleasant Beach, NJ, 5-7 PM

Tuesday, August 14
The Seagull's Nest
Sandy Hook, NJ, 5-7 PM

Friday, August 10
The Marina at Anchorage
Avalon, NJ, 5-7 PM

HELP SUPPORT THE TOUR FOR THE SHORE!

Join COA as a "Tour for the Shore" Sponsor for the COZ!

Opportunities for sponsorship include:

- Invitation to speak at rally/press event and testimonial included in press statements
- Logo/name listed in social media outreach (e.g., Facebook, Twitter, blogs)
- Tour for the Shore Shirts with Tour Dates
- Full-color Poster (2,000) - Displayed in businesses, participating organizations, and along the NJ/NY coast
- Logo/name and presence on signage and table signs
- Clean Ocean Zone (COZ) Tour for the Shore email blasts sent to approximately 7,000 email addresses
- Group paddle on SUPzilla!!! (14-person Stand-up Paddle Board)

Other Ways to Help and Support the Tour:

- Host a rally or evening celebration
- Host a water-station
- Donate bicycle repair for a leg of the Tour
- Donate snacks, fruit, or other goodies for Tour participants
- or...suggest how you can help!

*For Tour sponsorship,
contact Emily at 732-872-0111 or
events@cleanoceanaction.org.*

Start a Team and Fundraise for the Tour for the Shore!

Raise over \$25 - receive a Tour Action Pack!

Raise over \$50 - receive a Tour Action Pack

PLUS a Tour Tee Shirt and Tote Bag!

Tour Action Pack includes a COZ petition and COZ bumper sticker

Raise over \$1,000* – receive the unique opportunity for you and your team/friends to ride on SUPzilla (14-person Stand Up Paddleboard)!

New to Crowdrise? This is how you start:

1. Visit <http://www.crowdrise.com/TourfortheShore>
2. Click either Fundraise for this Event or Donate
3. To Fundraise for this Event choose JOIN AS AN INDIVIDUAL, JOIN AN EXISTING TEAM, or CREATE A NEW TEAM
4. Follow prompts to personalize your page, set your fundraising goals then promote your participation like crazy (COA can help you with that)!

To experience the SUPzilla (14-person Stand Up Paddleboard):

- Create a team on Crowdrise.
- For teams that raise \$1,000, a group of 6 people can paddle one 1.5-hour leg of the Tour (with instructors on board).
- For teams that raise \$5,000, a group of 10 people can paddle one 1.5 hour leg of the Tour (with instructors on board).
- For teams that raise \$10,000, a group of 10 people can paddle two 1.5 hour legs of the Tour (with instructors on board).

This year, please consider making an additional donation to Clean Ocean Action to underwrite or donate an item on our Wish List (p.5).

How to Participate!

On the water

Join Margo Pellegrino at sea as she paddles in her outrigger canoe up the coast – if you've got (or can rent) a canoe, stand-up-paddleboard, kayak, or an ocean rower, consider joining!

On the road

Join Clean Ocean Action's Sean Dixon on your bike as he tours the Jersey and Long Island Shore communities – some days will be great for families (less than 40 miles), others will be for more adventurous cyclists (more than 80 miles!) – including a Long Island Century Ride leaving Babylon, New York, the morning of the 24th at 6am and arriving 6-8 hours later at Montauk Point!

On land

Join us at any of our dozens of rallies along the shore, or help us spread the word as part of a "Beach Team" – roving our coastal beaches getting the word out about the ocean! Look out on our website for listings of the Mid-Day Beach Events, Evening Meet-Ups, and roving throughout-the-day Beach Teams to find the Tour near you!

Waves of thanks to our current sponsors!



Atlantic City Electric

CITIZEN ACTION

Zach McCue, Citizens@cleanoceanaction.org

Help "Cast a Broad Net" of Support for the Clean Ocean Zone

In just a few short days, Clean Ocean Action and friends will be launching the Tour for the Shore: "Get in Motion for the Ocean" to spread the word about the Clean Ocean Zone. In the meantime, COA, our partners, and dedicated volunteers have been working to get support from communities for a pollution free ocean. Student Ocean Advocates, COA volunteers, COA staff, and COA board members continue to circulate resolutions supporting the COZ.

One focus is the business community since support from them demonstrates the importance of a clean ocean to our economy. If the ocean is riddled with pollution, coastal restaurants, tour guides, bars, delis (you name it!) will see their business decline. Who wants to go to the beach if the beach is unhealthy? Do you know a business owner, frequently patronize a small business, or own one yourself? We need your help!

COA continues to reach out to organizations big and small to support the Clean Ocean Zone, from Garden Clubs to national groups. If you are a member of an organization interested in the Clean Ocean Zone, please bring it to the attention of the group at the next meeting and ask them to sign a resolution!

Finally, we are reaching out to Mayors, Town Council members, and town officials to get support on the municipal level for the Clean Ocean Zone. Many towns have already voted in solidarity for a Clean Ocean Zone, and your town should too!

To find out if your town supports the COZ, visit www.cleanoceanzone.org and find the supporters page.

To get your town, organization, or business to sign on, visit www.cleanoceanzone.org and find the "Become a Supporter" page.

SEA SCENE



Many thanks to our friends at **C4 Waterman** who have donated a SUPzilla (14 person Stand Up Paddleboard) for Clean Ocean Action's "Tour for the Shore!"

Want to experience it?!
And help support the Clean Ocean Zone?!

Make a **Crowdrise** team to raise money for the Tour for the Shore!

- For teams that raise \$1,000, a group of 5 people can paddle one 1.5 hour leg of the Tour (with instructors on board).
- For teams that raise \$5,000, a group of 10 people can paddle one 1.5 hour leg of the Tour (with instructors on board).
- For teams that raise \$10,000, a group of 10 people can paddle two 1.5 hour legs of the Tour (with instructors on board).

For more information about Tour for the Shore sponsorship, contact Emily at COA (732) 872-0111

ADVOCACY & EDUCATION

Tavia Danch, Education@cleanoceanaction.org
Krista Barone, Intern, Presentation@cleanoceanaction.org

Student Ocean Advocates Class of 2012



On July 9th, 2012 Clean Ocean Action celebrated the efforts of Student Ocean Advocates (SOA) Class of 2012. SOA is a program that provides Monmouth & Ocean County high school students the opportunity to learn about current threats and build an advocacy campaign to engage their communities in solutions.

Seven high school students from Ocean County (Jackson Memorial, Toms River South, and Marine Academy of Technology and Environmental Science) were acknowledged for excellence in efforts of environmental advocacy. The Ocean County SOA's chose to focus their efforts on plastic pollution in the marine environment. SOA's initiated plastic reduction pledges, art sculptures, and educational assemblies to engage their communities.

The 2012 Class of Ocean County SOA's were: co-Chairs Austin Jarret & Maggie Rice representing the Marine Academy of Technology and Environmental Science (MATES), member Robert Aguilar & Cynthia Fevola representing Jackson Memorial, and members Samantha Crawford, Rebecca Flores, & Katie Miskolcy representing Toms River South. Ocean County's SOA gave presentations to over 350 students. Ocean County's SOA also got 55 people to sign a Plastics Reduction Pledge. COA would like to especially thank the Ocean County Vocational Technical School- Toms River Center for hosting the Ocean County SOA program.

Thirteen high school students from Monmouth County (Wall, Manasquan, Monmouth Regional, Manalapan, Long Branch, and Ocean) were acknowledged for their efforts to promote the Clean Ocean Zone in their schools, towns, and communities. Students reached out to businesses, organizations, and individuals to try to garner support for the COZ. In Englishtown, Brielle and Manalapan, students presented to their Town Councils, resulting in the town's support of the Clean Ocean Zone.

The 2012 Class of Monmouth County SOA's were: Co-Chairs JJ Weiss, JD Kuper, and Brian Geiger, Travis Rosa, Beth Hunt, Adrianna Matyas, Jordan Sapnar, Lissie Poyner, Noah Smialek, Tyler Ahlf, Heather Schleiffer, Carly Eidman, and Camila Mereles. Monmouth County's SOA gave presentations to over 120 students. COA would like to thank Monmouth University for providing a meeting space each month.

We look forward to seeing returning SOA's next fall and wish our departing SOA's all the best of luck in College and beyond!

TOUR FOR THE SHORE UPDATES



This year, please consider making an additional donation to Clean Ocean Action to underwrite or donate an item on our [Wish List](#):

| | |
|---------------------------------------|--|
| Overnight hosts for participant/staff | 3 water coolers |
| Waterproof digital camera | 5,000 paper cups |
| Helmet camera | 5,000 energy bars/granola bars |
| Bus rental (L.I. Century Ride) | Fruit (apples, bananas, oranges) |
| 100 L.I. Century Ride T-shirts | 1,000 Clean Ocean Zone tee shirts |
| Flag-carrier for bike safety flag | 2 "Tour" banners |
| 2-3 3g enabled mobile devices | 2 "Clean Ocean Zone" banners |
| 3G WiFi cards for laptops | 2 magnets for support vehicles |
| Handheld Digital video recorder | 10,000 COZ stickers |
| Support Van | 3 folding tables and folding chairs |
| Hotel.com vouchers | 2 tents |
| Gas cards for support vehicles | 4 biking/paddling jerseys or active-wear |
| Lightly used laptops | outer layer vests (with COZ logos printed) |

EVENTS

Emily Hackett, events@cleanoceanaction.org

Have some fun for COA!

Summa Love Surfing and Yoga Surf Camp ~ Sunday, August 12th from 10AM-12PM. \$50.00 donation to COA with all equipment included. Camp is held on Phillips Avenue beach in Deal, NJ. Join us for a fun day of surfing to support a clean ocean! Call Bryan at Summa Love to register today - (908) 910-4552

Seaside Sunset ~ (the party formerly known as Sunset at Sandy Hook) ~ Friday, October 5th, 6-10pm, NEW LOCATION!!!! McLoone's Pier House, Long Branch, NJ. Enjoy live music, fabulous food, drinks and an incredible game of chance all while helping raise important funds for our ocean protection work

Tickets are \$100 per person/ \$125 at the door. If you or your business is interested in sponsoring the event or joining the Seaside Sunset Committee contact Emily at Events@cleanoceanaction.org.



Do you want your event or business listed in Clean Ocean Advocate?

Call Emily at the COA office to coordinate your event to benefit COA's ocean protection work at 732-872-0111 or events@cleanoceanaction.org.