



*****PRESS RELEASE*****

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**2007 C.O.A.S.T. CAMPAIGN UNVEILED:
“WE WANT YOU TO BE THE SOLUTION TO OCEAN POLLUTION”
Officials & Groups Announce Introduction of NJ/NY Clean Ocean Zone Act**

Bradley Beach, NJ – Today, with the help of elected officials, organizations, and volunteers, Clean Ocean Action (COA) announced the introduction of “The NJ/NY Clean Ocean Zone Act” or H.R. 2854 into the 110th United States Congress at the official kick-off event for the annual Clean Ocean Action Shore Tips (C.O.A.S.T.) campaign. This summer, volunteers will educate shore residents and visitors about ocean pollution and engage citizens in actions to support the COZ.

“The C.O.A.S.T. campaign serves as a terrific platform to educate both beach-goers and local residents on current issues. It is essential to reach out to the public and bring awareness since it is our bad behaviors that not only negatively effect marine life, but the quality of life for beach-goers and businesses,” said **Michele Plantamura, 2007 C.O.A.S.T. Coordinator**.

“Clean Ocean Action has created a series of useful tips, under various categories, to provide direct action, on a person-by-person basis, to help keep our ocean clean and our environment safe,” said **Stephen G. Schueler, Mayor of Bradley Beach**. “A clean and healthy ocean is the continuing responsibility of us all.”

“The New Jersey shore is not only a major source of revenue for our state, but a major source of fun for residents and tourists alike,” said **US Senator Robert Menendez (D-NJ)**. “Keeping our beaches clean is of the utmost importance for the economy, the environment, and the people who enjoy them. Clean Ocean Action’s educational campaign and the creation of a Clean Ocean Zone are important steps towards protecting one of New Jersey’s favorite natural resources.”

“For two decades we’ve had great success at cleaning up our beaches, but the future is always uncertain, and that’s why we want to permanently write critical protections into law,” said **US Congressman Frank Pallone, Jr. (NJ-D-6)**, prime sponsor of the bill. “The Clean Ocean Zone moves us into a new phase of protecting the Jersey Shore, and will help us preserve the New York Bight as a healthy marine environment for all residents and visitors to enjoy.”

“We have made great progress over the years working to clean up and protect our beaches from pollutants, debris and other harmful activities. The creation of a Clean Ocean Zone is the next logical step to ensuring that the quality of New Jersey’s shoreline is no longer in jeopardy and best protected for generations to come,” said **Rep. Chris Smith (NJ-R-4)**.

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“As we are poised to celebrate Independence Day, the NJ/NY Clean Ocean Zone is a remarkable example of how the framers of our Constitution intended our democracy to work. It is a bill of the people, by the people, and for the people to ensure the protection and improvement of the marine ecosystem, and thus, our quality of life,” said **Cindy Zipf, COA Executive Director**.

“An army of volunteers and groups will be working hard this summer to build on the broad support that already exists for the COZ,” said **Kari Martin, COA Policy Communications Director**. “This support is essential to the migration of the COZ bill in Congress.”

“The waters off the New Jersey and New York coasts, with their extraordinary diversity of plant and animal life, are a sacred legacy to be permanently protected and preserved,” said **Suzanne Golas, csjp, Director of WATERSPIRIT**. “WATERSPIRIT and ROW (Religious on Water), with our NJ and NY constituencies, strongly support the Clean Ocean Zone (COZ) legislation and will work for its passage.”

“It’s very encouraging congress voted against drilling for natural gas off the East and West Coast. I hope they follow through and protect the NJ/NY Bight by passing the COZ bill,” said **Richard Lee, member of the Board of Directors of Surfer’s Environmental Alliance** and member of the **COZ Citizen Legislative Committee**.

About C.O.A.S.T.

This summer, C.O.A.S.T. launches its seventeenth summer campaign in a continued effort to educate citizens living in or visiting Monmouth and Ocean Counties about ocean pollution problems and solutions. The 2007 C.O.A.S.T. campaign builds on our continued efforts to protect the New York/New Jersey Bight. This area encompasses 19,000 miles of ecological richness that boasts over 350 species of birds, more than 300 species of fish, 25 species of whales and dolphins, seven species of sea turtles, and several species of seals and porpoises.

According to ocean advocates, though progress has been made, the Bight continues to be vulnerable to sources of pollution and destructive activities. Recent threats to the ocean such as offshore oil and gas drilling, decreased dissolved oxygen concentration levels, and the algal bloom on Memorial Day weekend have needed vigilance and action. This summer also marks the 20th anniversary of the infamous summer of 1987 when New Jersey’s beaches were closed due to pollution.

To help build excitement and support for the summer campaign, the official 2007 C.O.A.S.T. T-shirt, produced with the assistance of AdPro Imprints of Ocean Township, NJ, was also unveiled today and is available for purchase at the 30 C.O.A.S.T. sites. The “We Want You to be the Solution to Ocean Pollution” T-shirts raise funds to help COA continue efforts to stop ocean pollution.

“This year’s T-shirt reminds citizens and beach-goers that the solution to ocean pollution is an ongoing effort, and that everyone is accountable for their behaviors. We want you: beach goers, residents, and volunteers to be part of the solution,” said **Plantamura**.

For a list of 2007 C.O.A.S.T. sites, to volunteer for C.O.A.S.T., or for more information about the summer campaign, visit www.cleanoceanaction.org (follow links for 2007 C.O.A.S.T.) or contact Michele Plantamura, 2007 C.O.A.S.T. Coordinator, at 732-872-0111 or coast@cleanoceanaction.org.

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