



Coordinated by
Blue Ocean Society for Marine Conservation

With funding from
New Hampshire Coastal Program

PRESS KIT

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Blue Ocean Society for Marine Conservation

*Our mission is to inspire passion in people to conserve the marine environment,
through education and research in New England.*

143 Pleasant Street Portsmouth, NH 03801 (603) 431-0260 www.blueoceansociety.org

NEWS RELEASE

Date: September 8, 2010

Contacts: Jen Kennedy, Director, or Steve Johnson, Coordinator

Phone: (603) 431-0260

E-mail: coastalcleanup@blueoceansociety.org

Web: http://blueoceansociety.org/Research/coastal_cleanup.html

THE 2010 NEW HAMPSHIRE COASTAL CLEANUP: CALL FOR VOLUNTEERS!

PORTSMOUTH-If you enjoy walking along the beach, you'll want to join Blue Ocean Society for Marine Conservation on Saturday, September 25th for the 24th annual International Coastal Cleanup. The cleanup will be conducted at more than 25 sites along the New Hampshire coast and Great Bay. During the cleanup, volunteers will help clean a local beach and record their findings on data cards to help study trends in marine pollution.



Individuals, families, and small and large groups are all welcome, and all supplies are provided. Cleanup hours are generally from 8 AM to 12 PM, but vary by site. Volunteers should sign-up by calling (603) 431-0260 or visiting www.blueoceansociety.org or www.coastalcleanup.org.

Blue Ocean Society for Marine Conservation was awarded a grant from the New Hampshire Coastal Program to coordinate the event in New Hampshire, with major sponsorship from Waste Management. The International Coastal Cleanup is the largest volunteer one-day event of its kind. It was started by the Ocean Conservancy, whose mission is to promote healthy and diverse ocean ecosystems and to oppose practices that threaten ocean life and human life.

Blue Ocean Society, based in Portsmouth, has been coordinating the New Hampshire Coastal Cleanup since 2005 and strives to spread awareness about the marine environment and the importance of proper trash disposal. In addition to the Coastal Cleanup, the Society runs an Adopt-a-Beach program which involves groups in cleaning 25 sites each month. During the cleanup, each piece of trash collected is recorded, and the data is used to implement local and state projects to lessen waste on our beaches.

Last year's cleanup in New Hampshire was a great success, with a record number of 1,035 volunteers coming together to clean 19 miles of New Hampshire's coastlines and waterways. The volunteers collected 60,873 pieces of debris, which amounted to 7,175 pounds of trash. The number one item collected was cigarette butts, of which 35,023 were collected. The Society



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expects that this year's cleanup will be the most successful New Hampshire cleanup yet.

Mammals, birds, and fish die every year from entanglement or ingestion of dangerous debris. Cleanups decrease the threat of debris to marine wildlife. Items such as fishing line, nets, plastic bags, balloons, ribbon, and six-pack holders are extremely dangerous and potentially fatal when not disposed of properly. Some of the debris comes from ocean-based sources, but according to the Ocean Conservancy, 62% of debris collected comes from recreational activities on or near the water.

This year's cleanup will be conducted with the assistance of several local sponsors, including Waste Management, which is assisting with trash disposal; Coca-Cola, Poland Spring and Starbucks Coffee, who are donating beverages; Portsmouth Hospital, Wentworth-Douglass Hospital and Exeter Hospital, who donated gloves.

Blue Ocean Society for Marine Conservation is a Portsmouth-based non-profit organization whose mission is to inspire passion in people to conserve the marine environment, through education and research in New England. The Society conducts much of its work in the New Hampshire seacoast region. In addition to the New Hampshire Coastal Cleanup, Blue Ocean Society coordinates an Adopt-a-Beach Program that allows private groups to conduct monthly beach cleanups, and public cleanups are conducted at Jenness Beach in Rye each month. The Society also conducts special cleanups with school, camp, and business groups throughout the year. These events provide a unique learning and community service opportunity. For more information about Blue Ocean Society, visit www.blueoceansociety.org.

Funding to coordinate the Coastal Cleanup was provided by the New Hampshire Coastal Program under the Coastal Zone Management Act by NOAA's Office of Ocean and Coastal Resource Management. The New Hampshire Coastal Program (NHCP) is a federally approved coastal program authorized under the Coastal Zone Management Act and is administered by the New Hampshire Department of Environmental Services. NHCP strives to maintain a balance between the use and preservation of coastal resources. Through partnerships, funding and science, NHCP works to improve water quality and decision-making in 42 coastal watershed communities while supporting maritime uses and restoring coastal wetlands.

Coastal residents, inland neighbors, businesses and volunteers are greatly needed to participate in the New Hampshire Coastal Cleanup this fall. Every person makes a huge difference, and all help is much appreciated. To join the cleanup, contact Blue Ocean Society at 431-0260 or e-mail coastalcleanup@blueoceansociety.org. For more information, visit www.blueoceansociety.org or www.coastalcleanup.org

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PUBLIC SERVICE ANNOUNCEMENTS

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30 second PSA

Spend your Saturday walking along New Hampshire's coast and making a difference! Join Blue Ocean Society for Marine Conservation, the New Hampshire Coastal Program and Waste Management for the 24th annual International Coastal Cleanup in New Hampshire. With your help, we can clean up our coast and create a safe and fun environment for our families to enjoy! On Saturday September 25th join Blue Ocean Society in creating a healthy environment for you, your families and all ocean life! Last year over 60,000 pieces of debris were picked up. This year, join in the fun and be a part of the solution to pollution!

To volunteer, contact Blue Ocean Society at 431- 0260, or Email coastalcleanup@blueoceansociety.org.

With your help, we can keep New Hampshire Clean –The way it should be!

15 second PSA

Join Blue Ocean Society for Marine Conservation, the New Hampshire Coastal Program and Waste Management for the International Coastal Cleanup on Saturday, September 25th, 2010. Be a part of the solution to pollution--lend a hand in this effort and help make our beautiful state a better, cleaner place.

To volunteer: Call 431-0260, Email coastalcleanup@blueoceansociety.org, or Visit www.blueoceansociety.org.



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THE 2010 NEW HAMPSHIRE COASTAL CLEANUP: BACK TO SCHOOL MEANS BACK TO THE BEACH FOR SOME LUCKY NEW HAMPSHIRE STUDENTS

Hundreds to Collect Trash, Record Data for Marine Research on Friday, Sept. 24

It may say September on the calendar, but some New Hampshire students are still heading for the beach. Students from all over the state will gather at Hampton Beach and North Beach in Hampton on September 24th to participate in the New Hampshire Coastal Cleanup. The Blue Ocean Society for Marine Conservation is coordinating the cleanup, which is expected to involve over 300 students.



Students from Winnacunnet High School cleaned a beach in Newington during the 2009 NH Coastal Cleanup. Photo by Michael Petruzzello

Students will pick up trash on the beach and record their findings on data cards for further study by Blue Ocean Society for Marine Conservation and the Ocean Conservancy as part of their efforts to learn more about marine pollution, both locally and internationally. School arrivals will be staggered between 8:30 AM and 3:15 PM.

This is no ordinary day at the beach. Before heading out to the cleanup, students will learn about the environmental problems related to marine debris, including the dangers to marine mammals, fish, and birds from entanglement or ingestion. Through their participation in the cleanup, students will have a hands-on experience with scientific data collection. Their data sheets will contribute important data to ongoing research concerning the worldwide sources of marine debris. Ultimately, the trash that these students collect will help us to learn how we can prevent more from showing up in its place.

Last year, 365 students, teachers and chaperones participated in the cleanup and collected 288 pounds of trash. The number one item collected was cigarette butts – more than 21,500 were collected by students alone.

In addition to the cleanup, the Blue Ocean Society offers interactive presentations about marine



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pollution, research, and conservation to area schools. To learn more about the cleanup or to schedule a presentation, call (603) 431-0260 or visit www.blueoceansociety.org.

Blue Ocean Society for Marine Conservation is a Portsmouth-based non-profit organization whose mission is to promote awareness and conservation of the marine environment through education and research in New England. The Society conducts much of its work in the New Hampshire Seacoast region. Funding to coordinate the Coastal Cleanup was provided by the New Hampshire Coastal Program (NHCP) under the Coastal Zone Management Act by NOAA's Office of Ocean and Coastal Resource Management. The NHCP is a federally approved coastal program and is administered by the New Hampshire Department of Environmental Services. The NHCP strives to maintain a balance between the use and preservation of coastal resources. Through partnerships, funding and science, the NHCP works to improve water quality and decision-making in 42 coastal watershed communities, supports maritime uses, and restores coastal wetlands.

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COASTAL CLEANUP FACTS

About the New Hampshire Cleanup

- On Saturday, September 25th, volunteers around the world will gather at waterways to collect marine debris and record their findings as part of the 25th annual International Coastal Cleanup, which was started in 1985 by the Ocean Conservancy.
- In the 2008 International Coastal Cleanup, 378,000 volunteers removed over 6 million pounds of debris from 17,000 miles of shoreline, spanning 104 different countries and 45 U.S. states. Enough cigarette filters were picked up that, if they were stacked end-to-end, they would reach to the moon and back – twice!
- This is the 24th year the cleanup is being conducted in New Hampshire. In this year's cleanup, work will be done on approximately 30 sites along the New Hampshire coast and Great Bay. Volunteers and volunteer coordinators are needed to oversee each site.
- The New Hampshire Coastal Cleanup is being coordinated by Blue Ocean Society for Marine Conservation, a Portsmouth based non-profit organization, with funding from the New Hampshire Coastal Program/NH Department of Environmental Services and assistance from several local sponsors.



New Hampshire Coastal Cleanup Events

- **Friday, September 24– Student cleanup** at Hampton Beach, Hampton Beach State Park and North Beach. Over 300 students are expected to participate.
- **Saturday, September 25 – Public cleanup** at over 30 sites along the coast and Great Bay. We are currently looking for volunteers!

Coastal Cleanup Facts & Figures

- According to all-time cleanup data provided by the Ocean Conservancy, people have the power to end marine debris: 62 percent of all debris is from land-based shoreline and recreational activities, and an additional 29 percent is from purely smoking-related activities. The remaining items are a mix from oceanic activities, medical or hygienic materials, or the result of dumping.
- In the 2009 New Hampshire Coastal Cleanup, 1,035 volunteers collected 7,175 pounds of trash, filling 379 garbage bags.
- Over half of the debris was from smoking-related activities (i.e. cigarette filters, cigar tips, cigarette packaging). The #1 item found was cigarette butts, which totaled **35,023**.
- Other top items included food wrappers, bottle caps and lids, rope, beverage cans, bags and glass bottles.



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Coastal Cleanup Facts, cont.

TOP 10 DEBRIS ITEMS FOUND ON NEW HAMPSHIRE CLEANUP IN 2009

Cigarettes/ cigarette filters	35,023	57.23%
Caps/Lids	4,960	8.15%
Food Wrappers/Containers	3,528	5.80%
Rope	2,519	4.14%
Bags(Plastic)	1,800	2.96%
Glass Beverage Bottles	1,743	2.86%
Cups, Plates, Forks, Knives, Spoons	1,485	2.44%
Beverage Cans	1,329	2.18%
Straws/ stirrers	1,039	1.71%
Beverage bottles (plastic)<2 liters	962	1.58%
Total:	54,388	89.35%

SOURCES OF THE DEBRIS FOUND IN 2009:

Shoreline and Recreational Activities	53.1%
Smoking-related Activities	35.2%
Ocean Waterways Activities	4.9%
Medical and Hygiene	4.7%
Dumping Activities	2.1%

GROUPS INVOLVED IN THE CLEANUP:

Blue Ocean Society for Marine Conservation	United Divers of New Hampshire
NH Coastal Program	Great Bay Coast Watch
NH Department of Environmental Services	Girl Scouts of America
New Hampshire Division of Parks & Recreation	Boys Scouts of America
Seacoast Science Center	Measured Progress
Nextera Energy Seabrook Station	Oyster River Watershed Association
	Coastal Conservation Association

SCHOOLS INVOLVED (as of 9/3/2010)

Little Harbour Elementary, Portsmouth
Hampton Girl Scouts
Winnacunnet High School, Hampton
Nute Middle School, Milton
Sant Bani School, Sanbornton
Pinkerton Academy, Derry



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Coastal Cleanup Facts, cont.

SPONSORS (as of 9/03/10)

Ocean Conservancy (overall coordination plus some supplies: bags, data cards, pencils)
NH Coastal Program/NH Department of Environmental Services (grant to coordinate cleanup in New Hampshire, overall event support)
Waste Management (donating trash disposal services)
Coca-Cola (donated beverages)
Starbucks Coffee (donating coffee to all public cleanup sites on September 25)
Portsmouth Regional Hospital (donated gloves)
Wentworth-Douglass Hospital (donated gloves)
Exeter Hospital (donated gloves)
Poland Spring (donated water)
NH Division of Parks and Recreation (assisting with facility availability)

WHY CONDUCT THE CLEANUP?

- Debris is hazardous to both wildlife and people.
- Data generated during the cleanup will help expand public knowledge of threats to the oceans and help us understand pollution trends in New Hampshire.
- Cleanups can be fun! Participants can spend a few hours at the beach enjoying the scenery and spending time with friends, family and co-workers while making an immediate impact on the health of the marine environment.

FIVE REASONS TO VOLUNTEER

1. **Help is needed** – the success of the cleanup is directly related to the number of people who help.
2. **Peace of Mind** – remove potentially deadly debris from the shore and waterways.
3. **Responsibility** – ALL marine debris comes from human activity.
4. **Community Involvement** – take pride in your community and meet others who care about keeping it beautiful. Be a good role model for children.
5. **Have Fun!** – Gather friends, family, co-workers and enjoy the day outside while making a difference!

FOR MORE INFORMATION, CONTACT:

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About Blue Ocean Society for Marine Conservation

Blue Ocean Society for Marine Conservation (BOS) is a 501(c)(3) non-profit organization based in Portsmouth, NH. BOS was established in January 2001 and is highly experienced in designing, implementing and effectively managing and overseeing projects that benefit living marine resources.

Blue Ocean Society's major programs include:

- **Monitoring and cleaning the NH, ME and MA coastline** through beach cleanups, our Adopt-a-Beach program and partnering with fishermen on fishing gear recovery and recycling.
 - In 2009, we conducted 199 cleanups in New Hampshire alone, resulting in the removal of over 18,027 pounds of debris from the coast.
 - We have over 20 groups (businesses, schools, Scout troops and individuals) involved in our Adopt-a-Beach program. These groups commit to cleaning their adopted site at least once a month and tallying the litter they pick up.
 - We organize the annual NH Coastal Cleanup, which involves over 1,000 volunteers in cleaning beaches on one day in September. This includes a student cleanup which involves up to 700 students in one day.
 - We partnered with the University of New Hampshire, NH Sea Grant and UNH Cooperative Extension in creating a unique web portal, www.nhmarinedebris.org, for dissemination of information on marine debris in the Gulf of Maine.
- **Conducting education and research on local marine life, particularly endangered whale species**, aboard 4 local whale watch vessels.
 - We reach over 20,000 people per year during our onboard educational programs.
 - We have collected data on endangered species in the Jeffreys Ledge area since 1996, and are the only organization that consistently monitors marine mammals in this area.
 - We maintain a whale sightings blog at <http://whalesightings.blogspot.com> with trip reports, lists of individual whales sighted, and photos.
- **Inspiring the public to protect marine life through educational programs and our touch tank exhibits.**
 - We run educational programs at our two touch tank/tide pool exhibits in Portsmouth, NH (at the Isles of Shoals Steamship Co. dock) and Salisbury Beach, MA (on Broadway)
 - We bring our traveling programs to schools throughout New England – helping them learn about marine life through a visit inside our life-sized inflatable fin whale or by gently handling creatures at our traveling tide pools.
 - We maintain a touch tank blog at <http://touchtank.blogspot.com> with photos of the tank's inhabitants and information on our "creature of the week." Visitors can also stay in touch via our Facebook pages.

In 2007, Blue Ocean Society co-founders Jen Kennedy and Dianna Schulte were honored with the Gulf of Maine Visionary Award, which recognized their commitment to ocean health and education.