



1430 CHAPALA STREET,  
SANTA BARBARA,  
CA 93101, USA  
(805) 965-7570  
INFO@HEALTHEOCEAN.ORG

## **HEAL THE OCEAN HOLDS AN ANNUAL BEACH CLEAN UP**

Heal the ocean wants more volunteers to join its community program of cleaning beaches in Santa Barbara to prevent marine pollution.

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Santa Barbara, CA., August 22, 2021- Nonprofit organization Heal The Ocean (HTO) will hold a beach clean-up fundraiser from 10 am- 2 pm on August 25, 2021 at Coastpoint, Santa Barbara. HTO's mission centers on stopping ocean dumping practices that have contributed to ocean pollution. Volunteers will work closely with HTO staff to collect trash and interact with beach-goers on outreach about ocean cleanliness.

HTO has always been working on cleaning beaches, which has collected more than 1 ton of trash annually on average. Each month, HTO organizes its staff and volunteers to clean the

beach for 4 hours, which is a good way not only to protect the environment, but also contribute warmth and pass positive energy throughout the community.

On August 25th, there will be a tent set up at the Coastpoint to identify the organization, staff, and volunteers. HTO's booth will provide water, trash bags, gloves, snacks, hand sanitizers, and Heal The Ocean merch. HTO will also have organizers to assist the public, regulate any traffic, and promote community outreach and inclusion. When doing the clean up, please look out for general litter as well as microplastics and other materials that don't belong on the beach, and dispose of trash in the appropriate bin.

HTO is calling on local community members who care for their beaches and the environment to join the big event. Please download a form at HTO's website(<https://www.healthocean.org/beach-cleanups-program>), fill out the form, and send it to Alison Tompson ([alison@healthocean.org](mailto:alison@healthocean.org)) by midnight on August 24.

"HTO has always been working on encouraging more people to protect the beach and the ocean," said Hillary Hauser, the president and executive director of HTO. According to Alison Tompson, the event manager of HTO, "a beach clean up fundraiser is an effective and straightforward way to clean the beach and build people's awareness of not to dump the waste wherever they want on the beach."

To learn more about HTO and this event, please call (805)-965-7570 or email [info@healthocean.org](mailto:info@healthocean.org).

### **About HTO**

Heal the Ocean is a 501(c)3 non-profit that centered in Santa Barbara County with the goal to eliminate ocean pollutants through the focus on wastewater infrastructures. This organization has received recognition from the City of Santa Barbara, the Santa Barbara Association of Realtors (SBAOR), and the CA Joint Legislature Resolution. For more information, please visit its website at <https://www.healthocean.org/>.

### **Media Contact**

Alison Tompson  
Operations Coordinator  
[alison@healthocean.org](mailto:alison@healthocean.org)

## Potential Contacts

Tyler Hayden  
tyler@independent.com  
Senior Editor  
Santa Barbara Independent

Tyler Hayden is a good fit because most of his published articles are about the community, including homeless, education, housing, politics, and so forth, which means our press release about protecting the ocean will be in his comfort zone and should be what he's familiar with.

Dave Mason  
advertising@newspress.com.  
Managing Editor  
Santa Barbara News-Press

The readers of Santa Barbara News-Press are mostly local people who may participate in the programs to protect their homeland. Dave is a good fit to be the contact person as he is the managing editor, which means he should have the power to publish our press release and reviewing our press should be part of his work.

Evelyn Spence  
managing@dailynexus.com  
Managing Editor  
Daily Nexus

Daily Nexus is a great publication for us because many of its readers are UCSB students, who are the target audience of the community program. Evelyn is a good candidate to be the contact person as she is the managing editor so they should be experienced and know how to publish good PR releases.

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