

AVEDA'S RECORD-BREAKING EARTH MONTH 2008 SUPPORTS A CLEAN OCEAN

Together with the Aveda Corporation, Aveda Institutes, Experience Centers, Salons, and corporate offices across Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont, raised over \$110,000 for Clean Ocean Action during **Aveda's 2008 Earth Month Campaign**. This year, the focus of Earth Month was "Every Drop Matters - Clean water for every body everywhere." This is a record amount raised for a COA benefit.



Handful of bottle caps to be recycled and made into new shampoo caps for Aveda

Earth Month events included: Beach Sweeps in Revere Beach, MA, Hampton, NH, Staten Island, NY, and Coney Island, NY; a cigarette butt cleanup in Park Slope, Brooklyn, NY; and a walk for water in Valley Forge, PA. The month-long campaign also included bake sales, cut-a-thons, fashion shows, 5% days, salon dress-down days, NY Metro Aveda product sales, and in-salon sales of water droplets in support of the Clean Ocean Zone. Also, Aveda representatives joined COA for the Spring Beach Sweeps at Sandy Hook, NJ.

During COA's Spring Beach Sweeps, over 4,200 plastic bottle caps were collected among the debris from Sandy Hook's beaches and will be recycled as part of Aveda's bottle cap recycling program. The caps will be made into new bottle tops for Aveda limited-edition retro Clove Shampoo bottles. Plastic bottle caps were the second most collected item during COA's 2007 statewide cleanups.

Clean Ocean Action enjoyed working with the entire Aveda Northeast and Southeast region teams on another successful campaign for the ocean. Special thanks to Earth Month Aveda Champions Lindsay Faherty and Dawn Regan!



Spa Day at the Aveda King of Prussia regional sales office, PA



Aveda Beach Sweeps with Parlor Hair Salon, Coney Island, NY



Earth Month at Gullo's Salon and Beauty Boutique, Medford, NJ



Cigarette sidewalk sweep with Il Camellion Salon Spa, Park Slope, Brooklyn, NY



Aveda Beach Sweeps with Ted and Company Salon, Staten Island, NY



Aveda representatives from New Jersey and Pennsylvania at the Beach Sweeps Rally, Sandy Hook



Aveda Beach Sweeps at Revere Beach, MA, with Aveda Northeast and Raina's Hair Design Studio, Revere, MA

***** STOP THE INSANITY! *****
ACT NOW TO STOP BIG OIL & THE INDUSTRIALIZATION OF THE OCEAN!

Three industrial port facilities for liquefied natural gas (LNG), a polluting, climate-changing foreign fossil fuel, are proposed off the NY/NJ coast.

Connecticut's Governor and Attorney General and NY's Secretary of State rejected an LNG project from Long Island Sound, and said to dump it off our shore:

CT Governor Rell: "There is an alternative: An LNG project [by ExxonMobil] called BlueOcean is planned for the coast of New Jersey...*It would be located in a less sensitive area, closer to New York [and New Jersey], subject to less controversy and facing less opposition.*" (4/10/08; emphasis added)



The Future of the NY/NJ Coast?

CT Attorney General Blumenthal: "Blumenthal...points out that...[ExxonMobil's] BlueOcean Energy [off New Jersey] is being proposed for a site where 'there's already a great deal of dumping of garbage.'" (New Haven Advocate, 2/7/08; emphasis added)

NY Dept. of State, Secretary of State Cortés-Vázquez: "While the Department rejected the proposal to build Broadwater in Long Island Sound, it suggested two alternative sites...The sites are on the **Atlantic Ocean** [off NY and NJ]." (4/10/08; emphasis added)

Why is LNG the wrong choice? Liquefied Natural Gas:

- ⓧ is grossly more polluting than domestic natural gas, resulting in up to 40% more greenhouse gas emissions (due to LNG lifecycle of extraction, cooling to liquid form at -259°F, transport from overseas, & heating to gas form),
- ⓧ increases our use and dependence on foreign fossil fuels (two-thirds of the world's gas reserves are in the Middle East and Russia; Russia and Iran have the most gas reserves)
- ⓧ is globally priced and can cost twice as much as domestic gas sources, which will dramatically increase home energy bills,
- ⓧ port facilities and supplies that exist are under-utilized and can more than meet our region's energy needs,
- ⓧ steers us in the wrong direction away from existing conservation, efficiency, & renewable energy technologies,
- ⓧ opens the door to offshore oil & gas drilling.

Why is LNG a bad choice for the ocean? These LNG facilities will:

- ⓧ devastate important fish habitat, and impact endangered and threatened species,
- ⓧ damage seafloor habitat,
- ⓧ destroy vast quantities of marine life by refilling huge emptied LNG tankers with billions of gallons of seawater,
- ⓧ create navigational hazards, leading to accidents & spills,
- ⓧ be exposed to stronger and more frequent hurricanes, nor'easters, and wind & wave risks.



LNG tankers can be up to four football fields in length

ABOUT THE THREE PROPOSED LNG PORTS:

"INSANITY ISLAND:" A private investment group with no prior experience with offshore LNG operations or offshore construction, The Atlantic Sea Island Group, proposes to build "Safe Harbor Energy," a massive man-made island (11 Giants Stadiums in size) for an LNG terminal and industrial complex 13 miles from Long Beach, NY, and 19 miles from Sea Bright, NJ.

EXXON'S "Floater:" The ultimate "Big Oil," profit-hungry company proposes a floating LNG port, called "BlueOcean Energy," – an experimental and never built or tried technology – for 20 miles off Manasquan, NJ. California Governor Schwarzenegger vetoed this type of project due to threats to air quality and marine life, and a similar project was rejected by NY and CT. The named and likely foreign sources of the LNG are Russia and Qatar.

"LIBERTY:" Excalibur Energy (a new energy conglomerate of Canadian Superior Energy Inc. and Global LNG Inc.) is proposing an LNG importation facility for 15 miles off Asbury Park, NJ. The source of the LNG is drilling and extracting off Trinidad and Tobago. Thus, supporting this LNG facility would expand offshore drilling in a country that already has environmental problems with oil pollution on beaches.

ACT NOW! Help ensure our ocean is not the next lab-rat for Big Oil's latest fossil fuel scam!

1. Sign the online citizen petition at www.cleanoceanaction.org. Tell friends & family to sign.
2. Tell NJ & NY Governors to say **NO** to LNG ports in the ocean:

NJ Governor Jon Corzine: 609-292-6000, <http://www.state.nj.us/governor/govmail.html>.

NY Governor David Paterson: 518-474-8390, or <http://161.11.121.121/govemail>.

3. Ask your town and organization to pass resolutions opposing offshore LNG ports.

For resolutions, petitions, and more information, visit www.CleanOceanAction.org or call 732-872-0111.