

AVEDA'S GLOBAL NETWORK RAISES AWARENESS FOR CLEAN WATER

Together with the Aveda Corporation, salons across New Jersey and New York helped to raise \$65,000 for COA during Aveda's 2007 Earth Month campaign. This year, the focus of Earth Month was making clean water available across the globe. The funds that were raised came from a combination of Aveda Experience Centers, regional offices, salons, and spas. Special thanks to Earth Month Champions Brenda Cragnolin and Dawn Sidwell!

The Earth Month Regional Kick-off was a private event at the Riverhouse in Manhattan. Riverhouse, one of the first green apartment buildings in lower Manhattan, served as host while Aveda's Mary T'Kach, Executive Director of Sustainability, actor Josh Lucas, and model Lauren Bush welcomed guests.

Salon fundraisers included cut-a-thons and in-salon sales of water droplets in support of the Clean Ocean Zone or "COZ." Clean Ocean Action will collect the water droplets and use the messages and names for support of the legislation (for more information, visit www.cleanoceanzone.org).

An exciting example of Earth Month outreach was a cigarette butt cleanup along Canal Street in Manhattan. Seven volunteers from Aveda Services East joined with COA's Jennifer Smiga and Emily Hackett for the cleanup. The two-hour sweep collected 4,175 cigarette butts, which amounts to over 208 packs of cigarettes! Since smokers are now required to smoke outdoors, recommendations will be made to tackle this "pointless pollution" problem. COA will draft a letter to Mayor Bloomberg and the City of New York recommending simple solutions to this pollution, such as installing ashtrays at subway entrances and exits where volunteers found a large number of butts, requiring businesses to place ashtrays outside their establishments for proper disposal of butts, and strict enforcement of existing litter laws. Further, enforcement penalties can help fund pollution prevention programs.



(L-R) Jackie Porter, Aveda Regional Director for Pennsylvania, NJ Assemblyman Sam Thompson, and Cecilia Montemurro, representing several NJ Aveda Salons and Spas



Butts on streets lead to waterways! COA's Jennifer Smiga (top) and Brenda Cragnolin of Aveda Services say, "No butts about it, Canal Street is full of smokers' litter!"

Among other Aveda Earth Month events were a walk-a-thon, Aveda support and attendance at COA's Beach Sweeps, sale proceeds from Aveda Experience Store events, and, of course, the fantastic Earth Month Kick-off event.

More information on Earth Month's other partners and Aveda's Global Campaign for Clean Water is available at <http://aveda.aveda.com/protect/you/earthmonthpartners.asp>.



Friends of COA, Kate Grossarth (left) and Sara Buch (right), celebrate Earth Month with actor Josh Lucas (center), who signed the map in support of the COZ



(Left) Volunteers removed 4,175 cigarette butts from Canal Street in Manhattan in two hours! (Top, L-R) Brenda Cragnolin, COA's Emily Hackett, Cynthia Colter, and Renee Smith (Bottom, L-R) Pamela Trammell, Jennifer Manganillo, Christine Lee, and Aaron Smith



Celebrating the Earth Month Kick-off at the Riverhouse. (L-R) Guest; Joan Carey and Suzanne Golas, WATERSPIRIT; Mary T'Kach, Aveda's Executive Director of Earth and Community Care; and Cindy Zipf, COA's Executive Director

To join COA and Aveda this summer in celebrating clean water and educating people about the Clean Ocean Zone (COZ), call Kari or Anna at 732-872-0111. Water droplets, COZ maps, and COZ petitions are available.

(Below) Salons and spa customers across the region wrote personal messages of encouragement on water droplets in support of the Clean Ocean Zone



FISHING FOR FLAT-OUT FUN

Over 100 families fished for flat-out fun at the **13th Annual Memorial Winter Flounder Tournament** on March 31 at Bahrs Landing in Highlands. The free tournament kicked-off a new fishing season and honored Monmouth County's John Murphy, a fishing legend, and Bob Hunter, ocean advocate and founder of the event.

The tournament began with the "Blessing of the Waters" ceremony at 9am, during which Pastor Marty McGrail, family, and friends remembered William H. Duncan of Highlands (see related "Sea Scene" article).

As part of the tournament, anglers and non-anglers enjoyed breakfast donated by Panera Bread of Shrewsbury, Bahrs Landing's famous seafood chowder, beer from Hunterdon Brewing Co., an auction of fishing gear and other goodies, and an information table about a flounder acoustic tagging project, presented by the National Oceanic and Atmospheric Administration and Rutgers University Marine Sciences Laboratories.

The \$300 First Prize and a handcrafted trophy by Chuck Abel went to Gene Bradford of Rumson, a three-time winner, with a 3.13 pound flounder. Second prize went to Monica Oswald with 2.61lbs, and third went to Michael Borpora with 2.59lbs. Also, every child who weighed-in received a gift from West Marine.

Special thanks to sponsors: West Marine, GMAC Real Estate Associates, Channel Club Marina, Bain's Hardware, Blue Heron Oyster Co., Blue Water Marine Repairs, Brookdale Community College, Complete Marine Transport, Highlands Business Partnership, Horgan Family, Hunterdon Brewing Co., In the Garden, Marine Max of Brick, Monmouth County Department of Economic Development & Tourism, Salty Dog Publications, Scudieri Enterprises, and Skipper's Boatyard.

Waves of thanks to West Marine's Bill Baker, District Manger North NJ/NYC, Joe Daly, and Bob Clark for their support of the event, which in addition to a cash contribution, included volunteer hours, auction gifts, and giveaways.

Committee Members:

**Jay Cosgrove and Ed Wisniewski, Bahrs Landing
Dery Bennett, American Littoral Society**

Joe Daly, West Marine

Jean Marie and Ed Horgan, Skipper's Boatyard

Mike Matulonis, Montauk Mike's Lures

Dorothy Obropta



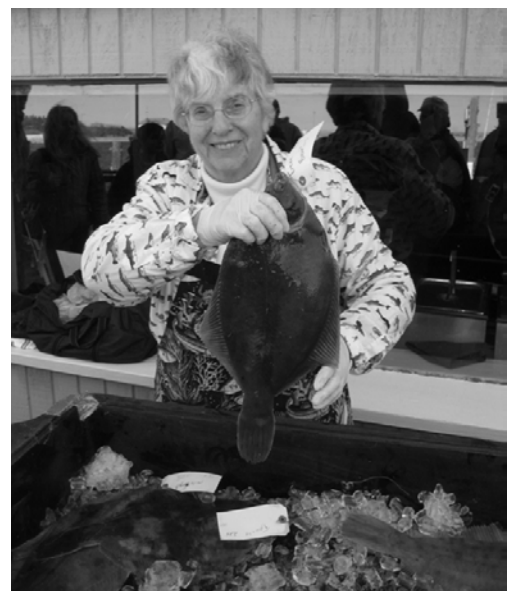
*Happy 90th!
Bahrs Landing,
host of the Annual
Memorial Winter
Flounder Tournament,
celebrates its 90th year
of serving delicious
fresh fare to shore
visitors in 2007
(Pictured left) Jay and
Becky Cosgrove with
daughter Grace*



West Marine staff, event Committee, and crew celebrate the \$1,000 donation from West Marine to generously support COA's programs and tournament festivities.



The Elaine B returns to the dock after a day of flounder fishing



Volunteer Dorothy Obropta is part of the flat-out fun at the weigh-in station