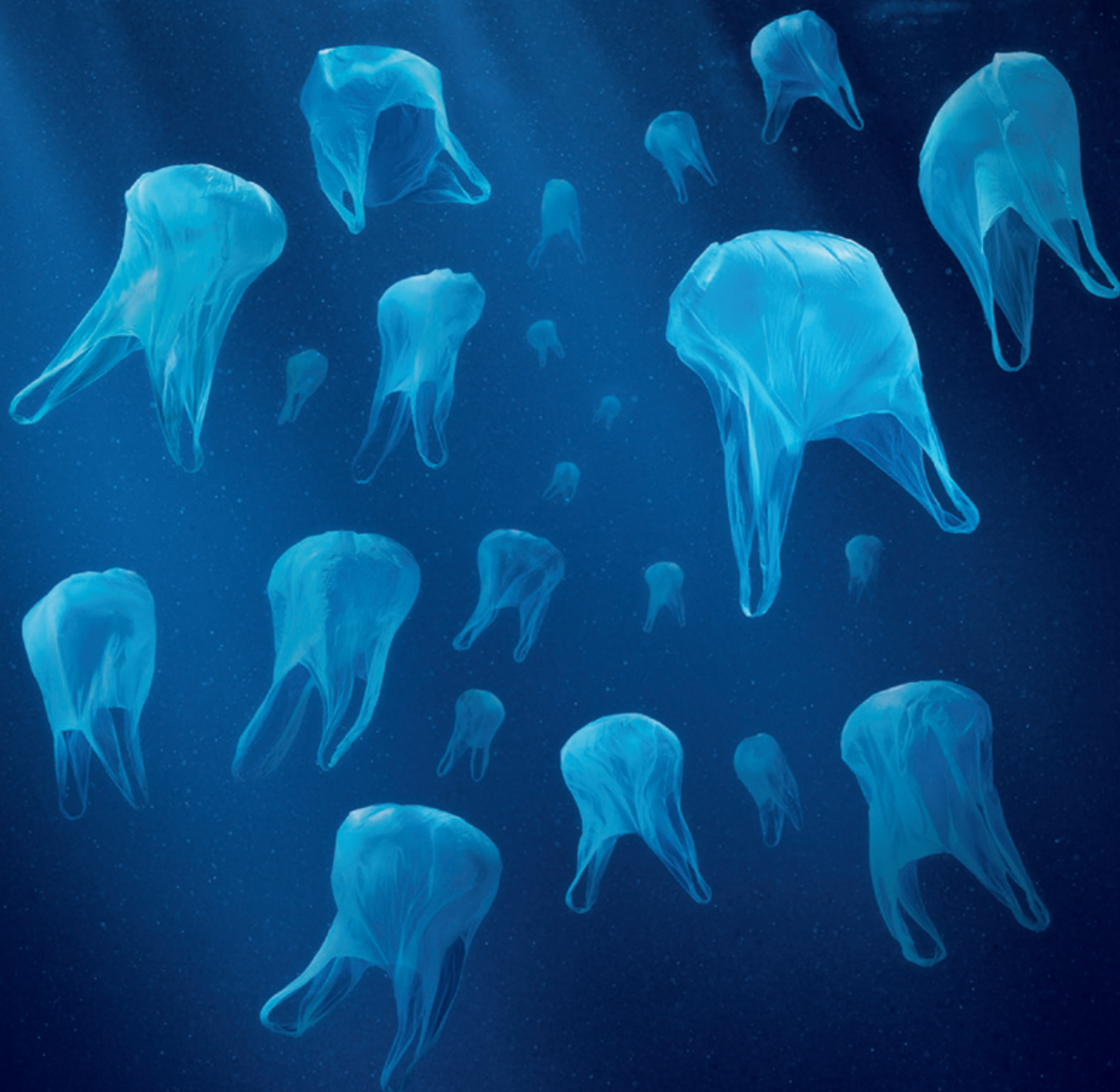


Making Waves

THE NATIONAL PUBLICATION OF
THE SURFRIDER FOUNDATION

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LETTER FROM THE

CEO

Sometimes we see things and wonder, “how can I make a difference?” or “what control do I have to make an impact?” Rising above plastic IS something WE can do as it is directly related to OUR personal consumption habits. I think sometimes we make things more complicated than they are. Rising above plastics is about the 4Rs – Refuse, Reduce, Reuse and Recycle.

Refuse

Chances are, you can do without whatever single-use plastic you’ve been offered. When taking a trip to the grocery store, or any store for that matter, bring a reusable bag. When working out, traveling or just sitting in the office, use a reusable water bottle. What I’m trying to say is, there are many alternatives available. All we need to do is choose one.

Reduce

If you absolutely must take single-use plastic, find a way to use less of it. According to the California Ocean Protection Council, up to 80% of the plastic in our oceans comes from land-based sources. So, if you really need that piece of plastic, be it packaging or other, just think about that statistic for a moment. I guarantee you’ll more than likely refuse any and all non-essential plastics.

Reuse

It is estimated that Americans go through about 100 billion plastic bags a year, or 360 bags per year for every man, woman and child in the country. If you’re in a place where you have no alternative to taking a single-use plastic item, then reuse it. The absolute worst thing you can do is take a plastic bag, use it for five minutes, and then throw it out.


Recycle

This is the absolute last resort. In 2009 about 3.8 million tons of waste plastic “bags, sacks and wraps” were generated, but only 9.4% of this total was recycled. Recycling isn’t something to be proud of because it means you failed at the first three options. That said, it is better than NOT recycling.



We all have our habits and choices. We are consumers, but that shouldn't mean the impact of our choices is written in stone. In the end this is a discussion about our personal decisions impacting the health of our coasts and oceans. The 4Rs immediately make me think about my daily choices. I already refuse plastic takeout bags when dining out with my son, but want to take it a step further and talk with restaurant managers about alternatives to disposable forks (tortilla chips are my preferred alternative).

*Join us and Rise Above Plastics.
Do it for our oceans, waves
and beaches.*


Jim Moriarty
CEO, Surfrider Foundation
<http://www.surfrider.org/jims-blog>



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*Help Rise Above
Plastics with this
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RISE ABOVE PLASTICS



The mission of the Surfrider Foundation's [Rise Above Plastics \(RAP\) program](#) is to reduce the impacts of plastics in the marine environment by raising awareness of the dangers of plastic pollution and by advocating for a reduction of single-use plastics and the recycling of plastics that already exist. It is a short statement intended to have a big impact on protecting our oceans from becoming a plastic soup, and our shorelines from being littered with an unsightly plastic mess that has been known to impact over 200 species of marine life.

The first step is awareness. The biggest impact for me has been to see the effects of plastic on animals such as turtles and birds. It always bums me out a bit to show the images of sea turtles that ingested plastic bags or ones with deformed shells from six-pack holders at presentations. Photos of birds on remote islands that have died of starvation because their stomachs were so full of plastic are shocking, but we need to realize it is happening and we are the culprits.

It is easy for people to go about their day focused on their job, family, school, etc. It is easy and convenient to use a couple of “free” plastic bags at the store, or buy a bottle of water for a few bucks. These cheap conveniences can come at a big price. Sure, you might be able to use that plastic bag one or two more times, but it is pretty flimsy and designed for a single use. Sure, you can supposedly recycle that bag by putting it in the bin at the grocery store, but where do those bags go? Most plastic bags intended for recycling are sent overseas to countries with lower environmental standards, and bags that are sent to your local recycling centers often gum up the machinery for the more profitable recyclable items, increasing costs and decreasing efficiency. Don't get me started on bottled water...check out “The Story of Bottled Water” to learn more about these issues.

The second step is education and outreach. Once you become aware of some of these issues you can make an immediate impact by using less plastic, leading by example, and

sharing your knowledge with family and friends. Surfrider encourages our Core Volunteers to become ambassadors in their everyday lives as much as we ask them to physically come out to volunteer at events and meetings.

We encourage you to become a Rise Above Plastics ambassador, embrace the RAP mission and spread the word. If you're extremely passionate about the issue, connect with your local [Chapter](#) or me to learn more about giving RAP presentations in your community.

The final step is helping to influence public policy. At the end of the day, it is most often legislation that offers the best protection for the environment. Plastic bag ordinances work. Look at the results from countries like [Ireland](#) and communities such as [Washington, DC](#), and [Maui](#), where plastic bag pollution has dramatically decreased. Residents are bringing their reusable bags at increasing rates to save money, or are paying a small fee to help cover the full costs for litter abatement programs. Talk to your local city council representative about reducing plastic bags or water bottles in your community as one of the best ways to think globally and act locally. The ocean is the end of the line, so changes to protect her health start at your doorstep. Help protect our coasts and Rise Above Plastics!

-Bill Hickman

ASTICS



photo: MO Dept. of Conservation

RISE ABOVE PLAS TICS





BE THE



SOLUTION



In the first ten years of this century, we produced more single-use plastic than in all previous years combined, so it is no wonder that we are finding staggering amounts of plastic pollution accumulation in our world's oceans and on our beaches. Surfrider Foundation knows we need to "Rise Above Plastics" and find meaningful solutions to this worldwide problem.

Our RAP attack has been twofold: One, change individual

behavior through increasing awareness and education on the harms of plastics on our oceans; and two, advocate for the reduction of single-use plastics and the recycling of all plastics.

We have reached over 25,000 people a year through various awareness efforts including peer-to-peer educational seminars, and high school youth outreach programs. Our RAP Whale PSA has reached over 200,000 viewers on



POLLUTION

TO PLASTIC POLLUTION

YouTube, and thousands more thanks to the networks that have included the video in their PSA rotations. Utilizing our Chapter network and social media communications, we have seen exponential growth in plastic pollution awareness and the commitment to change on a personal level. The individual behavior change happens when you bring your own bag to the store, proudly sport a reusable water bottle, or by purchasing an item with the least amount of packaging possible.

Surfrider is also a major player in the advocacy arena, working to create policy changes at local and statewide levels. Our Chapter network has celebrated over 15 RAP victories, the majority of which regulate single-use bags or polystyrene foam takeout containers in local coastal communities. These victories create meaningful change enabling healthier coasts. For instance, after the Washington, D.C. 5-cent fee on single-use bags went into effect, the District of Columbia Office of Tax and Revenue estimated that affected establishments issued 86% less bags in January 2010 than the per month average in 2009 – a difference of 19.2 million bags.

The Alice Ferguson Foundation reports that shortly after the law went into effect, they found a reduction in collected plastic bag litter by 66% in nearby river cleanups. Furthermore, this type of regulatory change can be seen in nations and cities around the world that have enacted similar policies, representing an estimated 25% of the world's population: Bangladesh, Belgium, China, Denmark, Germany, Hong Kong, Ireland, Kenya, Mexico City, Netherlands, New Delhi, India, South Africa and Taiwan have all im-

posed a single-use plastic bag fee, tax, ban, or a combination.

At the recent 5th International Marine Debris Conference in Honolulu, NOAA and the United Nations Environment Program brought together scientists, government agencies, advocates, and industry from 35 countries to discuss marine debris. The goal of the conference was to derive a Honolulu Strategy as a framework for action over the next ten years. Ocean advocates at the conference clearly recognized the heightened need to create political will to ramp up efforts confronting the plastics challenge. In our remarks at the conference and in commenting on the Honolulu Strategy, Surfrider Foundation called for bans and fees on easily littered items, target reduction requirements for plastic pollution within a set time frame, and a strong commitment from the marine debris community to prioritize land-based marine debris, which comprises up to 80% of the plastic in our ocean. We also called for enacting a change in producer and consumer behavior to reduce single-use packaging and promote sustainable alternatives, and for implementation of producer take-back (EPR) programs for convenience food packaging and other plastics.

None of these higher-level policy solutions will be viable without the continued and strong grassroots upwelling of local support. The issue of plastic pollution hits home on the personal level and also has a presence on the stage of the international environmental movement. In true Surfrider fashion, we can work to protect our oceans globally through acting locally.

- Angela Howe

The Gyres

We've read many scientific accounts about the gyres, analyzed data from samples collected, and photographed the pieces of plastic both small and large in them. But we've rarely heard the emotional reaction from the people who have journeyed out to the Pacific or Atlantic, or even stood on the beaches in Hawaii, where a lot of the Pacific Ocean debris eventually washes ashore. The following essays show us the reactions from the people who have witnessed the plastic pollution in our oceans first hand.

Voyage to the Plastic Ocean

Years of beach cleanups, my love for our beautiful oceans and my sense of adventure combined with some luck and persistence got me a crew position on a research voyage lead by the nonprofit [5Gyres](#), to study plastic pollution in the South Atlantic Ocean. The voyage left Walvis Bay, Namibia on the evening of January 6, 2011 and traveled 5,728 nautical miles over 33 days to Piriapolis, Uruguay, with one short stop at the infamous St. Helena Island. The remote island is where Napoleon was exiled, and where the beaches were covered in nurdles, pre-production plastic pellets that could have only made it to the island via ocean currents.

The purpose of the voyage was to conduct science to better understand the density of plastic pollution in the South Atlantic Ocean while raising awareness on the issues related to single-use plastic. The crew was made up of activists, artists, scientists and sailors from all parts of the world, including two South Africans, an Englishman, a Kiwi that lives in the Canary Islands, and six Americans from San Francisco, Portland and Boulder. I was on the voyage as an activist and ocean enthusiast from the San Francisco Chapter.

Shockingly, the trawls pulled up onto the deck of the 72-foot research vessel called the Sea Dragon, reiterated that plastic pollution (often referred to as marine debris) is spread throughout our oceans. We mainly saw small plastic fragments, most too degraded for identification and under one-centimeter in length, in the 60 trawls that we collected. We saw more plastic bottles, plastic crates and plastic fishing nets than dolphins or whales. For many weeks, finding a plastic

bottle cap in a trawl was more common than spotting another sailboat or tanker. We were in the middle of nowhere and surrounded by plastic pollution. It was mind-blowing and heartbreaking.

Now back in San Francisco, I plan to encourage local businesses to reduce their use of single-use plastic, focusing on plastic bags, water bottles and straws. I also want to encourage people to participate in our Chapter's beach cleanups (they can also be considered ocean cleanups, since waves often throw plastic pollution back onto our beaches, and if not cleaned up can enter the ocean as beach litter). Most importantly, I hope the stories I brought back from the South Atlantic Ocean make others think about the conveniences of single-use plastic and if it is worth polluting our oceans.

- **Carolynn Box**



photo: Stiv Wilson



Into The Plastic Gyre: A Year's Worth Of Expeditions To Look For Oceanic Plastic Where No One Has Looked Before.

To stand at the front of a ship in the middle of a gyre is to observe a color pallet from cerulean blue to gray monochrome. There is no definition or discernable feature other than motion. I've been to the center of three gyres now: the North Atlantic, the South Atlantic (twice) and now, the South Pacific. From metronome-like motion of the ship's movement, I look straight down, as the hull splits the liquid efficiently. On very calm days, I can see small fragments of the stain that came as the consequence of a revolution of convenience 50 years young. We're talking about plastic, scattered confetti-like across our blue planet's surface. To answer the questions: 'What's it like out there? How much is there?' is incredibly difficult to convey in a way that's meaningful to someone who has not had the pain, luck and joy of crossing an ocean. It's a question that I can only answer by mixing one part aesthetics and ten parts infinity, with a shot of 'degrees of scale.' Let's first blame ourselves for buying this junk. Let's start by saying: 'plastic in the ocean is not an island' and leave the word 'Texas' out of our messaging. Let's start by saying the ocean covers 70% of the planet and it has taken me four months (on separate voyages) to sail the distance of the world round at her equator where I've witnessed plastic that differs in density but not frequency every time I've sampled. Let's start by taking your notion of 'big' and super-sizing it one hundred times. Let's take the awe you feel at looking at stars on a clear night and make that upturned gaze look down at your legacy.

Plastic in the ocean is like the stars in the sky above, the water the blank void of space. But it's a poetic landscape of ugliness inspiring shame, not awe. Plastic, in the middle of the ocean, in the most middle of nowhere, would -at first blush- seem like very little, just as black in the sky far exceeds the sum of stars. But once the aesthetics meet the dose of degree I've suggested, the issue takes on another problem: comprehending the scale and its significance. According to a recently released report by [Sea Education](#), which boasts the largest data set of plastic monitoring in the world (samples collected between 1986-2008 in the North Atlantic and Caribbean), the highest concentration in the gyre ever recorded was 200,000 pieces per square kilometer. Let's for sake of argument say, that each microplastic fragment (as defined by a piece smaller than 5mm in size) weighs .5 grams. That's 100 kilograms (or 220 pounds for the metrically challenged) per square kilometer of ocean surface in the highest density areas. There are 315 million square kilometers of ocean surface on planet earth. This is the kind of math that gives us the cosmic heebie-geebies. Get out a calculator at watch the zeros whirl. And every time the 7.5 billion collective "we" buys something wrapped in plastic, that number will go up. Just as 60 years ago there was no plastic on your beach, there will be algorithmically more 60 years from now coming from the sources that bring it there. We've already produced as a society more plastic in this century than the entire century prior.

Be a part of the evolution of Rise Above Plastics revolution. Refuse first, reduce as a personal challenge, and remember this truth: beach cleanup IS gyre cleanup. Our ocean will spit out the plastic that floats (and fairly fast in the grand scheme of things) if we quit adding to the problem. In the meantime, we must become vigilant stewards of our watersheds and beaches. But it takes your will, and the will to make your will infectious. That's why I'm Surfrider DNA. Because there are a lot of us. Let's wield the power.

-Stiv Wilson

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*Save a Turtle and
Rise Above Plastics*

- Men's
- Women's
- Youth





photo: 5 Gyres

5 Gyres: Plastic Pollution in the South Pacific

It is 4:30 AM and we can just make out the dark silhouette of land on the horizon, a welcome sight after 2 ½ weeks at sea. Easter Island's iconic stone figureheads, the massive, mysterious Moai greet us silently, watching our vessel struggle to anchor against the legendary swell. Given the nature of our expedition, studying plastic in the South Pacific, this island makes for an eerily prophetic port. Will our own civilizations go the way of Easter's ancient inhabitants, failing to recognize signs of ecological collapse?

We've just completed a 2,300-mile voyage across the South Pacific Gyre, our fifth expedition across the five subtropical gyres where plastic pollution accumulates. Five oceans, 25,000 miles, eight islands and 400 surface samples later, we can say with confidence that plastic pollution is an international problem affecting remote waters and distant shores around the world.

Three weeks earlier, we set sail from Valdivia, Chile, with no idea what we would find. Little is known about floating plastic in the Southern Hemisphere gyres – our expeditions last year across the Indian and South Atlantic Oceans yielded some of the first data in these waters. What is known about

the South Pacific: the current systems here form the most concentrated accumulation zone, keeping debris closer to the center. At first, we found very little plastic in our trawls. A few fragments, pre-production pellets or “nurdles,” or pieces of microfilament line marred the otherwise colorful, plankton filled samples. Our diverse crew of filmmakers, scientists, and journalists cautiously celebrated what seemed to be the cleanest of the gyres to-date. Then, as if crossing an aquatic boundary, we began to see it. Plastic buoys, crates, nets, laundry baskets, packaging, and countless small fragments in our trawls. Here in the center of the gyre, we found the familiar ubiquitous, diffuse layer of human ignorance fouling our seas.

Overall, the expedition was a technical success. We passed through the center of the gyre, conducting manta trawls every 50 miles and hi-speed trawls at all other times. We carefully removed microplastic particles from some of the hi-speed trawls for POPs (persistent organic pollutants) analysis by our colleagues. We also froze fish for other scientists who wish to study ingestion of plastic and bioaccumulation of the same POPs into their tissues.

We landed on Easter Island, a gorgeous, remote paradise 400 miles from the gyre's center, to find shorelines awash in plastic waste. Digging between the basalt boulders along Easter Island's coast, there are millions of microplastic particles, the typical confetti of plastic that is unrecognizable as an object or product, impossible to source. The enormous volume of waste here confirms what we have seen around the world: islands act as natural nets for plastic pollution, trapping trash generated on the mainland, or dumped at sea.

There are many challenges ahead. We must stop the flow of plastic pollution at its source – at the point of production and point of purchase. Many products are unnecessarily made or packaged with plastic. At the same time, recycling efforts remain largely inefficient. What plastic we lose from our systems of landfills, street sweepers, storm drain screens and beach cleanups enters the ocean where it drifts, degrades into confetti and washes ashore on distant islands. We simply must stop adding more, and find ways to deal with the waste we've already produced.

No single solution will solve this complex problem; however with increased awareness, partnerships and more public participation, we can continue to make a difference. Working with Surfrider Foundation over the years, we've reached many new audiences with our shared message, and look forward to now making even bigger waves. We don't have a minute to lose.

-Anna Cummins & Marcus Eriksen

Twisting Ocean Currents : A journey to Plastic Beach

Kamilo Beach sits at the southern-most tip of the Big Island of Hawaii, which also makes it the southern-most tip of the United States. Its name means “twisting of the ocean currents.” A trip to Kamilo Beach is not an easy undertaking. It starts with a three-hour drive from Hilo, followed by 45 minutes bumping down a dirt path through gated cow pastures, and ends with a half-mile four-wheel-drive crawl over lava fields at the water’s edge. Upon arriving, it strikes me that the array of plastics covering the beach had no such difficulty getting here.

The first thing to catch my eye is a 50 gallon plastic barrel that shows signs of hardened coral growth and barnacles – it has clearly been at sea for some time. Beside it is the top third of a plastic bottle that has ragged edges and bite marks indicating that some marine animal and/or sea bird mistakenly thought it was food. There are dozens of four-inch cone filters that are illegal in the U.S. but are used in many Asian aquaculture farms. There are so many of them on this stretch of beach that when stacked on top of one another, they are taller than my 6’3 frame.

Interestingly, Bill Gilmartin, Executive Director and Founder of the [Hawaii Wildlife Fund](#) and our guide for the day, says that a mile down the beach you would likely not see any of these filters. He’s become accustomed to seeing clusters of specific types of plastics on one section of beach and none just a short distance away. Another item that can’t be avoided are the fishing nets and floats. They are everywhere – on the reef, in the shallows, on the beach – piles and piles of swirling color and shapes. Since 2003, Hawaii Wildlife Fund has extracted nearly 130 tons of debris from this beach one pickup truckload at a time. Gilmartin estimates that 2/3 of that has been nets.

Then there is the variety of other plastic that covers the beach for as far as the eye can see. Some of it is still recognizable: lighters, toothbrushes, bottles and sandals. But much of the plastic has begun to degrade to smaller bits, some the size of the change in your pocket and some even smaller than that. It is not hard to see how fish and other marine life could mistake these colorful bits of plastic for food.

Just before lunch, Gilmartin’s assistant, Megan Lamson, takes a shovel and dumps three scoops on the ground beneath our feet into a large tray filled with water. After swirling it around and allowing the sand to sink, she picks out the twigs and bits of driftwood leaving just a soup of small plastic pieces. Using a kitchen sieve, she drains away the water and fills multiple mason jars with what looks like confetti.

This is the most insidious plastic pollution. It is the stuff that simply cannot be cleaned up. It covers Kamilo Beach, but it can be found at many other beaches in the world too. This plastic will persist, littering the world’s coasts, slowly degrading to smaller and smaller particles, but never actually going away.

At some point in the day as I bend to pick up yet another piece of trash, I’m overcome with a feeling of hopelessness. Our group of ten could be out here all day and make virtually no headway in cleaning even a small section of Kamilo. What’s worse, over the coming days and weeks more plastic will pass through the lava rock and reef and wash up on the beach in a never-ending cycle. It is discouraging to say the least.



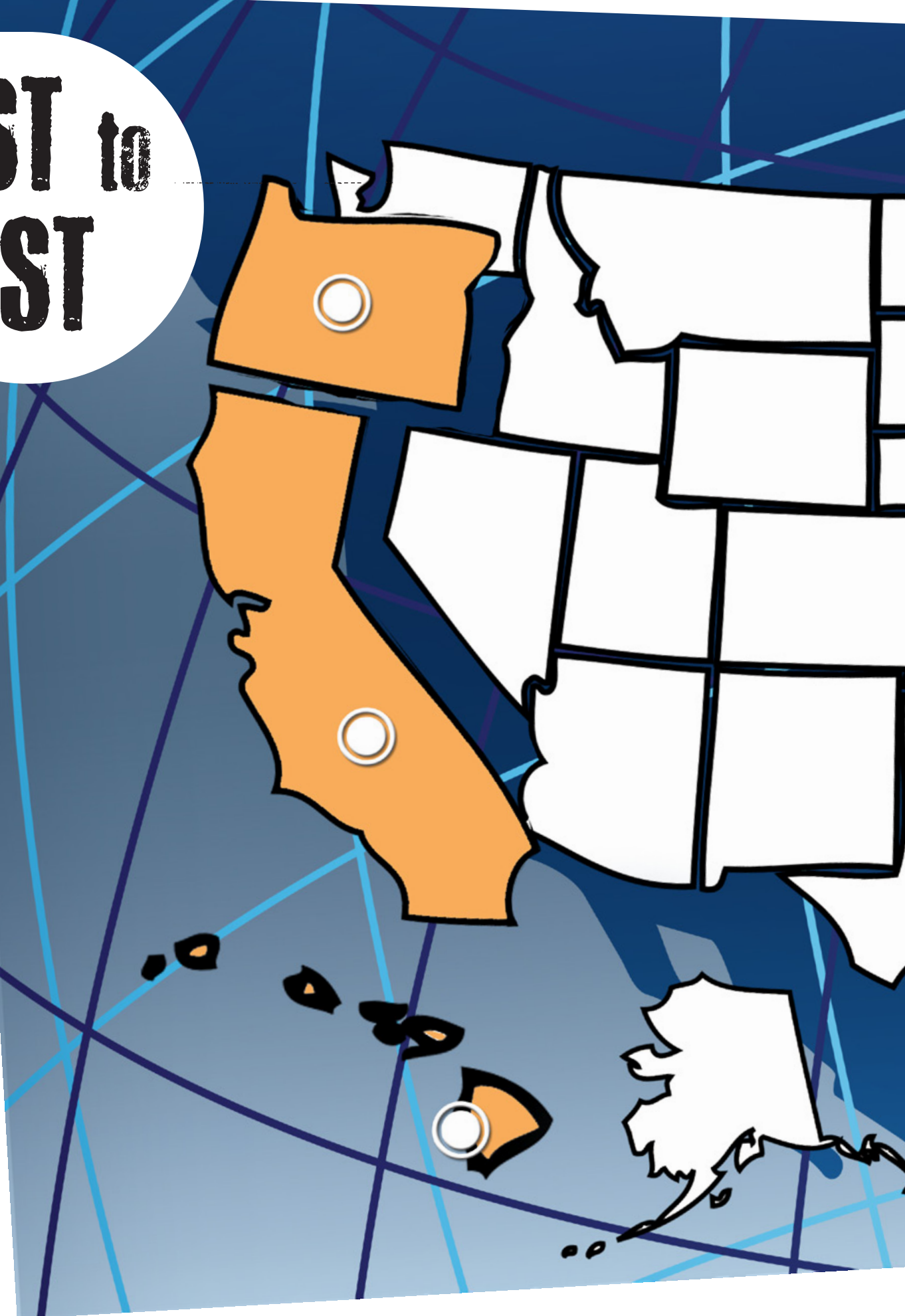
photo: Steve Blank

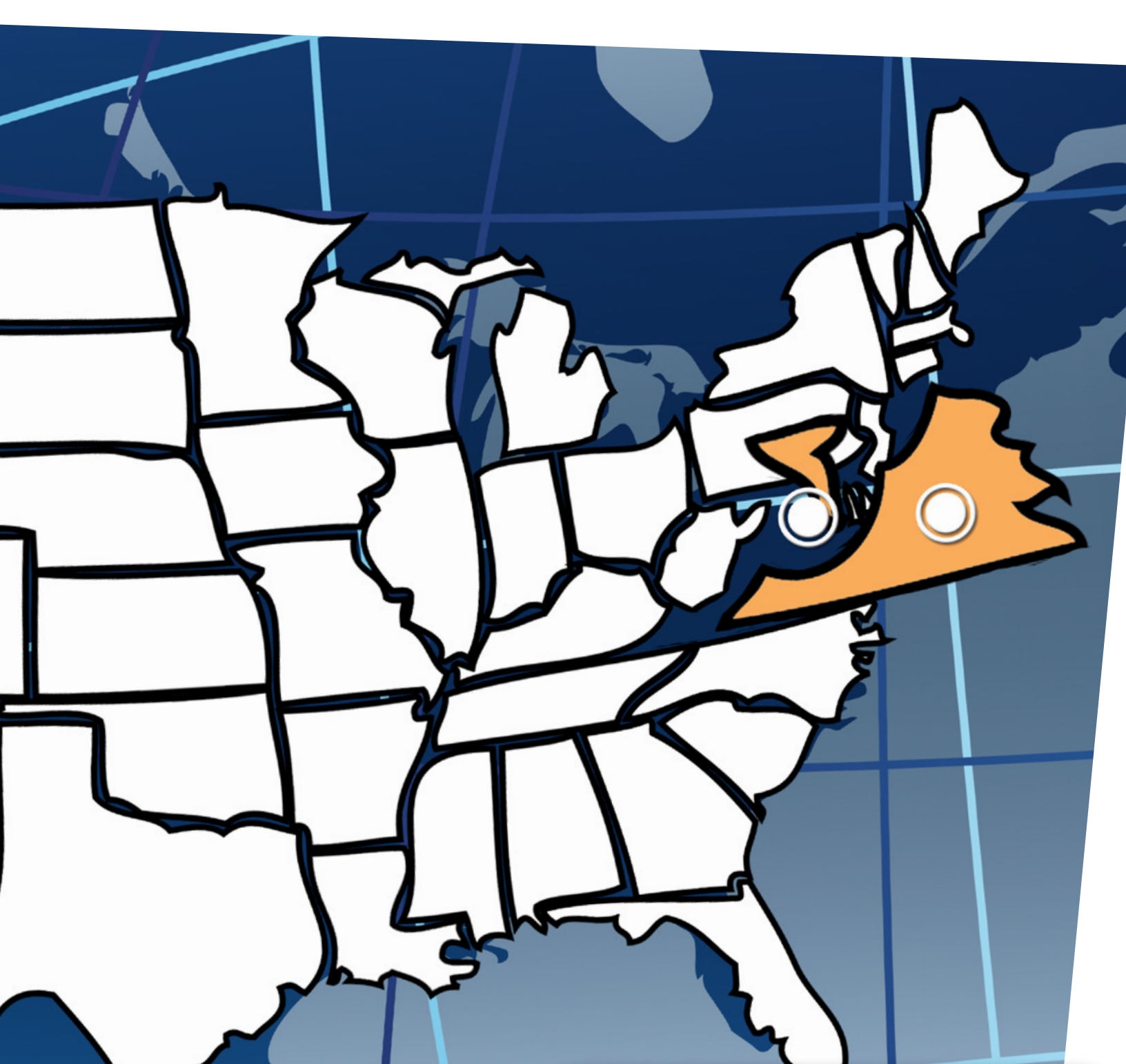
Even Bill realizes how quixotic his efforts are. “There’s so much material out there. It’s not like if we stop [the flow of plastic into the ocean] today, all of a sudden we’re not going to be seeing plastic on the beaches. It’s going to get worse before it gets better.” He’s not about to quit. He’ll continue to bring school groups and other volunteers to Kamilo to clean the beach and give them a first-hand education on the issue of marine plastic pollution. His dedication is a reminder that each of us can make a difference in our own way, and I reach down to grab a broken milk crate from the sand – to make my own impact during my short time here at “Plastic Beach.”

- Steve Blank

**EAST to
WEST**

Statewide RAP Campaigns





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Show your support of Banning the Bag with this organic cotton T-shirt

-  Men's
-  Women's





This past winter, the Surfrider Foundation ventured away from the coast with [FilterForGood](#)® partners, Brita and Nalgene, and caught up with Brita launched the FilterForGood Film Project to help support the host of the Sundance premiere party. The Environmental Channel Headquarters with a big thanks to everyone from Marshfield, Mass. – and the Sundance filmmakers

Filmmaker Destin Cretton captured Wilmington resident Danielle and her family participating in weekly beach cleanups to collect cigarette butts and help pass a smoking ban at their local beach. Destin not only depicted Danielle’s cleanup activities (her family collected more than 2,937 butts in nine days), but also her efforts to educate people about the harmful effects that cigarette butts have on wildlife and local water sources.

Single-use plastics are an issue that affects us all no matter where we live. But when you dive below the surface of the Pacific Ocean as Lahaina resident and SCUBA dive master Skye did in the film shot by Jeremy Konner, you can see firsthand the effects single-use plastic bags, bottles and containers have on aquatic life. Skye dives to raise awareness of the pollution problem by showing us what’s just below the surface and educate people on easy ways to get involved to reduce waste and pollutants.

For more information and to watch and comment on the short films, please visit Brita FilterForGood on Facebook at www.facebook.com/britafilterforgood.

...ay from the coastlines and into the mountains of Park City, Utah for the 2011 Sundance Film Festival to support our
...n an exclusive screening of three environmental short films inspired by the Brita FilterForGood Film Project winners.
...rn peoples' stories about big environmental challenges into short films that inspire change. Emmanuelle Chriqui was the
...l Media Association Young Hollywood board member and star of HBO's "Entourage," kicked off the event at Sundance
...r supporting the cause. Then the winners - Danielle from Wilmington, N.C.; Skye from Lahaina, Hawaii; and Heather
... & then shared their stories & discussed their inspiration for the films.

Environmental stewardship begins when you're young, and filmmaker Amy Grappell captured this concept with Heather and her children's charter school students as they improved their school to earn the title of "America's Greenest School." During the process, which included creating a "Veggie Van" to recycling and composting daily, students learned the importance of caring for the environment. What's even more inspiring is a larger lesson learned in the film: that no matter how small you are, big goals can be achieved by a group of committed individuals.





Emmanuelle Chriqui



DJ Tony Okungbowa

All photos courtesy of: Brita FilterForGood

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*Help Rise Above
Plastics with this
reusable water bottle*



● Get it Now!





DREW

MCGOWAN

Senior Group Manager, PR and Sponsorships

The Surfrider Foundation's partnership with Brita FilterForGood strives to help communities "connect the drops" of all water – from the water we drink to our nation's waterways – and make positive choices to ensure clean and healthy water for generations to come. We asked Drew McGowan, Senior Group Manager, PR & Sponsorships at Clorox, to tell us how the Brita FilterForGood campaign began and how each of us can make a difference to improve water quality for all.

MW: Can you tell us how the idea for Brita FilterForGood came to be?

DM: It started off as a simple idea: encourage people to fill a reusable bottle with Brita-filtered tap water instead of using bottled water in an effort to reduce plastic bottled water waste. When we launched FilterForGood in 2007, bottled water had been on the rise for years and many people were unaware of the great amount of resources that go into creating bottled water or the waste it causes. Through the Brita FilterForGood campaign, we set a goal to raise awareness of the issue and offer a greener solution with Brita products and reusable FilterForGood Nalgene bottles.

MW: Do you feel that the Brita FilterForGood message has made people change the way they think about how we're using water?

DM: Absolutely. It's all about simply making people aware and having them understand that a really simple action can make a tremendous difference. And this small change was really easy for people to do. We weren't asking people to never drive their car again. We were saying, hey, why not drink out of your tap instead of buying bottled water. We've seen firsthand how much the message resonates with people, especially when they're on-the-go. For example, we've set

up Brita Hydration Stations and provided Brita FilterForGood Nalgene bottles at events such as the Sundance Film Festival and concerts with Dave Matthews Band and Jack Johnson. So many people commented about what a simple solution it was and they were excited to have an alternative to bottled water.

MW: While Brita FilterForGood's primary focus is on water quality and the steps we can take to improve it, the program also encourages people to use reusable Nalgene bottles instead of single-use plastic water bottles. Can you tell me how many single-use plastic bottles the FilterForGood program has helped us eliminate from our landfills since it started?

DM: To date, more than 260 million disposable bottles have been saved and kept out of landfills! This is quite an accomplishment by the more than 264,000 people who've taken the Brita FilterForGood pledge.

MW: What do you do in your daily life to protect the quality of our nation's waterways and beaches?

DM: For me, this campaign has been a complete wake up call. I now have two sons and I want the world to be a better place for them. So for me, it's trying really hard not to use single-use plastics. When I get coffee, I bring my own mug. I try not to use plastic straws or stirrers. I reuse everything I can and recycle as many items as possible, including Brita filters, and it might seem obvious, but I always carry my FilterForGood Nalgene bottle filled with Brita-filtered water. It's a great way to stay hydrated and save some cash since I don't have to buy water. It's about the simple things I can do in my daily life that make an impact to protect our nation's waterways and beaches.

MW: The Brita FilterForGood web site offers great advice and tips for people looking to make the change and conserve water. What tips can you offer our readers that are not listed on the web site that will help Brita FilterForGood achieve its goal?

DM: Spread the word. Take two minutes and talk to a friend that drinks bottled water and ask them why. This is a huge problem and we have to be the solution. If you've taken the Brita FilterForGood pledge to reduce your own bottled water waste, tell a friend and help us encourage others to get involved and learn how easy it is to make a simple change that has a tremendous impact on our waterways and beaches.

Calendar

Here are a few of the awesome upcoming events in the Surfrider world. See you there...

To submit your chapter's event for consideration, please email alexis@surfrider.org

October 1-31

RISE ABOVE Join us this Fall to celebrate **RAPTOBERFEST**. The Surfrider Foundation is dedicating the Rising Above Plastics. We'll be kicking off 1st with Clif Bar's "Meet The Moment" featuring a whole month's worth of plastic-contests and outreach. We'll even be celebrating **RAPTOBERFEST** membership and merchandise.

June 20

INTERNATIONAL SURFING DAY Skip work, go surf and give back. June 20th marks the 7th Annual International Surfing Day, and this year, the Surfrider Foundation and SURFING brought on Barefoot Wine as the title sponsor. ISD is the perfect way to get rid of your "case of the Mondays."

www.intlsurfingday.com



June 25

JOIN HANDS Take a stand against off-shore drilling. The 2nd Annual **Hands Across The Sand** returns on June 25 at a beach, river or park near you.

www.handsacrossthesand.org

HANDS ACROSS THE SAND

September 10

SURF FOR A CAUSE Anyone who has surfed First Point Malibu knows how crowded it can get. This year a handful of lucky celebrities from music, film and television have the opportunity to bypass the crowds and surf an empty First Point with ten of their peers at the 6th Annual **Celebrity Expression Session**.



August 27-28

CALIFORNIA CHAPTER CONFERENCE

Join some of the most passionate activists California has to offer to learn tips, tricks and best practices for successful campaigns, hear policy and Foundation updates, and bond with fellow members in Ventura, CA.

Octoberfest

The entire month of October to kick it off Saturday, October 1st, with the "No Plastic" Challenge, as well as host-oriented clean-up events, art installations, and more, all while offering a special **RAPTO**-disel!

June 26 - September 10

GET BAREFOOT 2011 marks the 5th Annual **Barefoot Wine Beach Rescue Project**. This year Brett Dennen joins the project, cleaning up and performing songs off his new album *Loverboy* at select celebration events.

www.beachrescue2011.com

- June 26:** Huntington Beach, CA
- July 9:** Portland, OR
- July 16:** Seattle, WA (with Brett Dennen)
- July 23:** Santa Barbara, CA
- July 30:** San Diego, CA; and Maine
- August 13:** Long Beach, CA; Oahu, HI; New Hampshire; and Ft. Lauderdale, FL (with Brett Dennen)
- September 10:** South Jersey



CHAPTER NEWS

By: Ed Mazzarella

West Coast

Coming up for the **Seattle Chapter** on Saturday July 16th is the Barefoot Wine Beach Rescue Project all ages beach cleanup and 21+ celebration concert. Come out and help make Alki beach “barefoot friendly,” and stop by the Seattle Chapter table and take action in their Rise Above Plastics Campaign.

The **Northwest Straits Chapter** will be leading the way in Washington for [Ocean Friendly Gardens](#). Under the leadership of **Bay Renaud** the chapter will host a hands-on how-to workshop about rain gardens. Visit the Chapter’s website for more details on dates and times.

The **Portland Chapter** just finished co-hosting a successful week of events and screenings of “Bag It Oregon: The Movie, The Bill, The Chance” at the Hollywood Theatre with their coalition partners. Hundreds of individuals came out for the screenings and the kick-off evening included special guest speakers **Senator Mark Hass**, **Representative Ben Cannon** and **Portland Mayor Sam Adams**. The chapter is continuing on with their advocacy of

letter writing, target district phone calls, continual letters to the editor and encouraging others to [take action](#) to help ban the bag statewide in Oregon!

The **Newport Chapter** just wrapped up their biggest annual fundraiser and partnership with Barefoot Wine and Bubbly at the annual Seafood and Wine Festival in Newport, Oregon. The event was a huge success, raising over \$7,000 for Oregon chapters statewide, supporting clean water initiatives and Rise Above Plastic program work...[read more](#). With spring has come a burst of growth and interest from youth volunteers engaging in the chapter. Newport High School teacher **Kirk Tice** has the high school club up to 17 members. Additionally the Chapter’s mentor project with Oregon Coast Aquarium youth volunteers just presented on their “Be Fantastic and Ditch the Plastic” [project](#).

The **Siuslaw Chapter** has been busy with stewardship activities like beach and highway cleanups and supporting legislative efforts for current campaigns in Salem. Major kudos to Chapter Chair **Jon Tipple** who has shown tremendous leadership this year in traveling to Salem multiple times to educate

elected officials on the importance of addressing our issues. Locally, chapter members have participated in supporting long-term water quality improvements through the [Siuslaw Estuaries Partnership](#), where Surfrider has a seat on the stakeholder advisory panel. Many divers, surfers and other paddlers recreate within the river and estuary during winter months and ensuring protection of these recreational resources is a primary interest for the chapter’s engagement.



*Chapter volunteers celebrate a job well done with a toast.
Credit: Charlie Plybon*

The **Curry County Organizing Committee**

has held some great events to highlight the community team’s work on the Redfish Rocks marine reserve and the greater Port Orford Stewardship Area Project, a collaboration of the Port Orford Ocean Resource Team, Surfrider Foundation and other local nonprofits, NGOs and interested stakeholders. [Learn more](#) about the Stewardship Area Project and be sure to check out some of the events such as the Land-Sea Connection Workshop, Community Marine Reserve Forum and annual Port Orford Water Festival.

Washington Roundup

Washington Chapters ended a rather rainy spring with a plethora of activities. For the third year volunteers from all over the Pacific Northwest came together to get the local youth in Neah Bay onto their beach and into their waves. Thank you to all the volunteers, like **Joe Eckhoff** from Seattle and many others, for sharing your laughter and exhausting your arms pushing kids into the surf.

The annual Washington Coast Cleanup took place this year on Saturday April 23rd. From Hobuck to Cape Disappointment hundreds of volunteers combed

Washington's shorelines for garbage. We had 100% participation again this year from the chapters. We are still waiting on official measurements of how much debris was collected, but it never ceases to amaze us how much is gathered each year, historically over 30 tons. The vast majority of what is found is plastic. Let's Rise Above Plastics Washington and keep it out of our ocean.

May 13 – 15 marked the 10th Anniversary of the [Clean Water Classic](#). While there were some bumps in the planning process, we had a successful weekend.

Thank you to pro-long-boarders **Kapono Nahina**, **Kekoa Uemura**, **Bonga Perkins**, and **Scotty Fong**, who hopped on a plane to the mainland from Hawaii, to share their stoke with kids from Westport and the surrounding areas. The four pro's joined volunteers and local surfers in the water for two new additions to the Classic: kids lessons, and an expression session. Thanks to the volunteers, competitors, sponsors, and local champions, like Donovan Maples and family, for all your hard work and continued support. For a full list of sponsors, winners and photos visit the Clean Water Classic's [website](#).

Oregon Chapters Keep Busy

The Oregon chapters of Surfrider Foundation have been engaging their grassroots network through a busy legislative session. Chapters statewide are advocating for HB 2009, a bill for the designation and funding of three more marine reserve sites, as well as SB 536, a bill that arose out of the Chapters' [Ban the Bag Campaign](#).

Also this spring, Surfrider released a new [report](#) on ocean recreation in Oregon revealing that 80% of Oregonians visited the coast last year, generating an estimated 2.4 billion in expenditures. The study also collected spatial, or geographic data that will be used in the state's ocean planning process to identify suitable locations for renewable energy in Oregon, while protecting important recreational and ecological areas.

Finally the statewide beach cleanup event this spring was a massive success and the results are in: over 3,000 volunteers and over 44,000 lbs of trash removed from Oregon beaches in just three hours.

Humboldt Rises Above Plastics

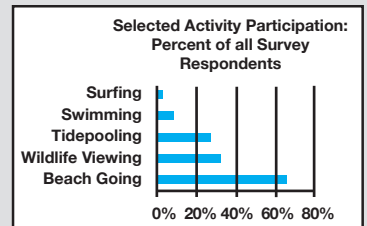
The ever-present rain of the past few months has kept members of the Surfrider Foundation **Humboldt Chapter** from hosting as many beach cleanups as they'd like, but the chapter's Rise Above Plastics (RAP) committee continues to fight trash at the source. Working with both the national Surfrider campaign and with local Humboldt Baykeeper staff, RAP committee chair **Colleen Clifford** and her team have focused on supporting a countywide plastic bag ban ordinance.

The lead county agency on this issue is the Humboldt Waste Manage-

ment Authority (HWMA), which was expected to address the ordinance idea at its April meeting. Over the past several months, RAP representatives have advocated to city councils and the Humboldt County Supervisors about the need to stem the flow of single-use plastic bags. In October 2010, the Arcata City Council moved to ask the Humboldt Waste Management Authority to work on an ordinance. In November, the Humboldt Board of Supervisors did the same.

Often making an appearance at the hearings is the "Bag Monster," which was acquired from [Chi-](#)

[co Bags](#), a company that makes reusable bags that can be cinched down to a very small size in order to clip to a purse or kept in the glove box. The Humboldt Chapter sells Chico Bags at-cost in order to promote the reusable lifestyle. Additionally, along with Humboldt Baykeeper, RAP representatives have sent letters to local grocers in order to ask for voluntary action to reduce plastic bag waste, as well as garner support for the plastic ban issue. Convincing consumers to opt for sustainability over single-use continues to be a primary focus for the Humboldt Chapter.



West Coast

The **Marin Chapter** held a paddle-out ceremony in memory of **Supervisor Charles McGlashan** at Stinson Beach. A fellow surfer, Charles was a tireless supporter of clean water and ocean health, most recently supporting the chapter's plastic bag ban County wide, the organization said in announcing the event.

The cities of Santa Barbara and Long Beach are one step closer to banning the bag! Both have directed city staff to draft ordinances, which are expected to go before council for a final vote in the coming months. Santa Barbara activists can help today by telling the City to [Ban The Bag](#).

[Plastic: The Real Sea Monster](#) program will continue visiting preschools and K-12 programs throughout the year to educate kids and families of the dangers that single use plastics pose to our marine environment. The **West Los Angeles / Malibu Chapter** is also teaming up

with [The Children's Nature Institute \(CNI\)](#) of Los Angeles for a year long residency. CNI, which is located close to downtown Los Angeles, is providing space and support for the creation of five wearable plastic sea monster costumes to be used at various events, rallies and campaigns. The five costumes will be named after the five great garbage patches in our oceans. The creation of "The North Pacific Monster" began at the Los Angeles Natural History Museum in the North American Mammal Hall as a part of the Museum's World Water Day celebration in March.

The West Los Angeles / Malibu Chapter's Rise Above Plastics' Make A Bag station is also appearing at numerous Chapter events. Volunteers transform old t-shirts and tank tops into reusable bags and silkscreen them with RAP and Ban The Bag logos. See how they make the bags with this ["How To" video](#).

Huntington/Seal Beach Chapter activist **Andre Faubert** wanted to show his love for the ocean and give back to what is dear to his heart. Simply named ["The 30/30 Experiment,"](#) his goal was to pick up plastic debris along his local beach for one hour a day for 30 days. By the 28th day, Andre had collected 537.3 pounds of trash. That's an average of 19.2 pounds of trash per day! Activist **Sarah Bayles** is going for 365 non-consecutive days of collecting



The Watershed Ducks en route to the Pacific Ocean during the 4th annual RockWater Relay Race
Credit: Nancy Hastings

beach trash in Santa Monica. She has less than 160 days to go. Follow Sarah's blog ["The Daily Ocean."](#)

Raising Watershed Awareness was the goal of the **Newport Beach Chapter's** 4th Annual RockWater Relay Race from Mountain to Ocean. The winning team reveled in the glory of being the team who collected the most trash along the 28.9 mile course. Volunteer teams included Between Rock & Wet Place, RockHarbor Runners, and the Watershed Ducks. Many thanks to Hurley, Tattooed Steel, ClifBar, HDX water supplement and Cabo Chips.

Members of **South Orange County Chapter's** youth program traveled to Sacramento with

Surfrider Global staff for Oceans Day 2011. They discussed the importance of marine protected areas, the need for legislation to reduce and stop pollution from plastic bags and polystyrene, and the need for a strong State Water Board Trash Policy. They also engaged state legislators regarding their support for marine animal and sustainable seafood legislation.

The **San Diego Chapter** had a busy April with a screening of "Bag It" and several booth events in honor of Earth Day. They are also partnering with Kids for Clean Water to include plastic pollution into their presentations, and are developing a new RAP presentation for SDSU Club students.



Student helps build a plastic sea monster costume.
Credit: Nancy Hastings

Slow The Flow

Recently, the **San Francisco Chapter's** Plant, Don't Pave program, as well as Surfrider Foundation's Ocean Friendly Landscaping booklet, were featured in a new half hour documentary on stormwater pollution, "**Slow The Flow: Make your Landscape Act More Like a Sponge.**" Produced by Surfrider member **Elizabeth Pepin Silva** for the California State Water Resources Control Board, the film educates viewers

about storm water runoff, one of the largest contributors of water pollution, and shows simple things that homeowners and municipal workers can do around their homes and communities to help solve the problem.

The film features a landscaper who shocks his neighbors by pulling out his traditional front yard lawn and cement driveway, and putting in rain gardens, swales, native landscaping, and permeable paving; a

suburban community that votes in a bond measure to pay for their school district to move to green multi-benefit watershed landscape practices and low impact development at all their schools; and **Dan Robinson** and the San Francisco Surfrider Chapter, which is helping an urban neighborhood remove concrete and put in sidewalk gardens and median parks. The projects and approaches highlighted are very low-tech, green, habitat-enhancing, and beautiful – making a good arguments for kick-

ing back and not raking the leaves or watering the lawn. The film educates viewers on how storm water is created, and the associated problems. While the statistics peppered throughout the film are sobering, "Slow The Flow" offers solutions that any homeowner or municipality can put into place, and shows that individuals can make a difference.

To order a free copy of the DVD contact the State Water Resources Control Board at: storm-water@waterboards.ca.gov or call 866-563-3107.

Hawaii

More than 30 Surfrider members from the **Oahu, Maui, Kauai and Kona Kai Ea Chapters** held their 2nd Annual Hawaii Chapters Conference in Honolulu, HI on the weekend of March 26-27. Student members from the newly formed Surfrider Club at the University of Hawaii at Manoa were also in attendance, as well as a member from Hilo who is in the process of starting a new chapter on the Big Island. Staff members **Ed Mazzarella, Chad Nelsen, Angela Howe and Bill Hickman** also attended the conference. The conference was held at the New Otani Hotel, right on the beach near Diamond Head in sight of the blue-green waters we are trying to protect.

After introductions and updates from each of

the chapters, Captain Charlie Moore kicked off the conference talking about his research and findings about plastic pollution in the North Pacific Gyre, commonly referred to as the Great Garbage Patch. Angela Howe then gave an overview of the legislative efforts around the country to reduce the proliferation of single-use plastic bags, the most littered items on earth next to cigarette butts. The biggest topic of discussion was a debate about whether it's more effective to ban (like San Francisco) or impose a fee (like Washington, D.C.) on plastic bags.

Kauai and Maui Counties have already passed local plastic bag bans, but the use of paper bags on these Islands has gone way up. The Oahu Chapter has been working with a coalition of environmental groups to pass a bill (SB 1363) that would



Hawaii Chapter members at the 1st annual RAP party.

Credit: Stuart Coleman

impose a five-cent fee on all single-use plastic and paper bags across the state, while also maintaining the bans on Maui and Kauai. If this bill passes, Hawaii will become the first in the nation to create a statewide policy to reduce both plastic and paper bags and the environmental threats they pose.

As part of the Conference, members of the Hawaii Chapters took part in the first annual Rise Above Plastics Party and

Fundraiser held on the lawn at the beautiful Waikiki Aquarium. The RAP Party included many attendees from across the country that were still in town from the 5th International Marine Debris Conference, including artists like Susan Scott, Angela Pozzi and Andrew McNaughton who displayed their beautiful but disturbing artwork made from plastic pollution found on beaches around the world.

Continued...





SURE BREAK

photo courtesy of GeoffGlenn.com

...*Hawaii continued*

Brett Thomas' "Surf 4 Hugs" helped to underwrite the costs of the party. Thanks to the support of Barefoot Wine and Kona Brewing Company, the crowd was in good spirits. Wahoo's Fish Tacos provided the delicious food, and Hokulani Bake Shop and Cake Envy capped off the meal with sweet dessert. Rebecca Villegas from Kona Brewing Co. made a generous donation of \$2,000 to the Hawaii Chapters and their work to protect and preserve our coastlines. Two local bands called Simple Souls and the Intire Project kept everyone entertained with their soulful music. Capt. Charlie Moore took the stage and gave an inspiring talk about the plague of plastic pollution and then proceeded to dance the night away under the stars with the rest of the crowd.

East Coast

The **South Jersey Chapter's Jeff Hoffberger** was featured on [NBC 40](#) talking about Brigantine's effort to reduce plastic bag use. This effort is a collaboration between the Chapter, Clean Communities, and the Brigantine Chamber of Commerce. The Chapter hopes the town will take the next step and ban single-use checkout bags altogether.

Jersey Shore Chapter activist **Paul Shelly**

participated in a press conference on public access to beaches and waterways denouncing the State's proposed new rules that may make public access worse. The Christie administration is attempting to turn access to the ocean and beaches over to towns and municipalities that have traditionally restricted access (currently access and use is a right protected by the Public Trust Doctrine, that is upheld by the NJ Supreme Court). The Chapter claims some of these towns have poor track records on access, and in some cases have previously resorted to legal actions to gain access. The Chapter is also concerned that this change would allow state beach replenishment funds to go to towns with inaccessible beaches. [Help the Chapter by calling the Governor here.](#)

The **Miami Chapter** adopted 64th Street beach recently as part of the City of Miami Beach's "Adopt-A-Beach" program. 64th Street beach is one of the few spots in Miami that breaks well during a north swell. More importantly, 64th Street beach is ground zero in Surfrider's battle against coastal armoring. In particular, Miami Chapter members **Jesse Bull, Mike Gibaldi, Lauren Ordway,** and **Scott Stripling** are in the middle of a battle with the US Army Corps of Engineers over a planned experimental artificial concrete breakwater structure slyly referred to as "reef balls."

After six years of meetings, the **Palm Beach County Chapter** won their campaign to stop the Singer Island breakwater project. The \$30 million breakwater plan called for using 200,000 tons of stone to build 11 rock walls, parallel to shore in front of a row of condominium towers with no beach access. The following members led the effort: **Steve Weiss, Greg Lyon, Todd Remmel and Tom Warnke.**



Members of the Palm Beach County Chapter celebrate the Singer Island victory. Credit: Ericka Canales

In late March, the **South Texas Chapter** finished out their series of Dune Restoration Planting with the City of South Padre Island. Chapter Chair, **Rob Nixon**, "wanted to give ya'll a summary of what exactly was accomplished." The numbers themselves are impressive – 44,000 plants used, approximately 80,000 square feet of dunes planted, 400 volunteers and 1,200 volunteer hours donated, but the real impact is immeasurable. Rob has a fantastic re-cap of the activation on his [blog](#). **Atlanta Chapter**

ter Executive Committee member, **Pam Longobardi** attended the [5th International Marine Debris Conference](#), which was co-sponsored by NOAA National Oceanic and Atmospheric Administration and UNEP United Nations Environmental in Honolulu, Hawaii. The Atlanta Chapter hosted a fundraiser and was able to help send Pam and her artwork, made entirely out of drift plastic from the ocean, to this science and industry-based conference. Along with Wayne Sentman of Oceanic Society Expeditions, Pam organized and hung an international art exhibit within the conference and also presented a workshop. The outcome of the conference was the highly significant drafting of the Honolulu Commitment, in which Longobardi, activists from Plastic Pollution Coalition and other concerned scientists, challenged the American Chemistry Council and plastic lobbyists to get significant specific language, including "plastic pollution," "endocrine disruptors," and "heavy metal contamination" into the final document, set to be revealed in several weeks.

St. Simon members, **Danny, Chuck, Lori and Sandra** paddled 26 of the 34 miles around St. Simon's Island the weekend of March 26th for the "Spring Fling Weekend," which is designed to raise awareness about the **Coastal Georgia/Low Country Chapter** and Wounded Warrior Project.

Fighting Sewage Discharges

The **Central Long Island Chapter** continued their work on the sewage dumping that took place last year in Reynolds Channel, behind Long Beach, NY. The Chapter had Nassau County DPW Commissioner Shila Shah speak at a meeting to explain everything the County did to stop the illegal discharges. The chapter is also reviewing new legislation that would reduce turnaround times on sewage plant tests, make that information available on the Internet, and notify the public if there are failures and untreated discharges.

Additionally, a Gloucester, MA plant has discharged sewage into the ocean for 26 years that has only received primary treatment per an EPA waiver (one of the last such waiv-

ers in New England). The EPA wants to end the waiver and have Gloucester comply with the Clean Water Act. **Katrina Sukola** from the **Massachusetts Chapter**

spoke in favor of denying the waiver – surprisingly the only group supporting the EPA. The EPA’s decision will force the City to upgrade to a secondary treatment.

Respect The Beach:

UNCW Surfrider Club Educates Students On Coastal Stewardship

Surfrider Foundation **University of North Carolina Wilmington Club’s** (UNCW) outstanding education program is now entering its fifth year. The program is adapted from Surfrider Foundation’s “Respect the Beach” program and is taught to 1st- 3rd graders throughout Wilmington, Wrightsville Beach, and Carolina Beach. The program focuses on water conservation, respecting the coastal environment, the dangers of litter on ocean creatures, and sustainability. According to club representative, **Renee Fucella**,

this year is shaping up to be one of their best with the club already presenting at 14 schools and reaching approximately 350 students.

Another achievement is the addition of a new activity to the program, entitled “Sustainability Scavenger Hunt.” The Club had found last year that kids know more about the environment based on the media, field trips, what they were learning in school, etc., so they wanted to add a more challenging activity. The scavenger hunt begins by introducing the term “sustainability.” Next, the kids search for items (hidden in

pairs, one being the sustainable choice, the other not so much) by following the clues given out by the Club representative. Once the items are located the class votes on what they think is the more “sustainable” item. Then Surfrider members explain which one is better for the environment and why.

The program has been such a hit that one teacher and her class invited the UNCW Club to accompany all of Pine Valley Elementary School’s first grade classes on their annual field trip to the beach. During the field trip, Club

members discussed ocean safety, ocean currents, wave formation, sea turtle nesting, and why it is illegal to step on the sand dunes and sea oats.

Club members are working hard to correlate their program with the NC Standard Course of Study for 1st- 3rd grades to hopefully reach even more classrooms than they already do. The education program of UNCW Surfrider has achieved many new things this past year, and with some freshman and sophomores highly involved in the program, we hope that it will continue on and evolve for many years to come.

Welcome Bill Hickman - Rise Above Plastics Coordinator

Through a combination of private donations and grants we are happy to welcome Bill Hickman as our Rise Above Plastics Coordinator. The following comes directly from Bill:

“Plastic pollution reduction is something I have been passionate about since the moment I started to learn about the effects on Laysan albatross in the Hawaiian Islands. Since then I have come to the realization of how unnecessary single-use plastics are, especially grocery bags and bottled water. There are simple solutions in the forms of reusable bags and water bottles that can save you loads of mon-

ey over time compared to buying bottled water from questionable sources. Help to protect marine life and the beauty of our coastlines by Rising Above Plastics! Please share your plastic pollution pictures, stories and suggestions to help raise awareness of the issue. You can email them to me at bhickman@surfrider.org.”



*Surfrider's new RAP coordinator Bill Hickman.
Credit: Bill Hickman*



Credit: Tom Jones

Tom Jones is a man on a mission to raise awareness about plastics in our marine environments. In 2010 he paddled from Key West to New York City in 93 days, covering 1,535 miles. Making Waves caught up with Tom via email while he is preparing for his next paddle.

MW: What was the inspiration behind the paddle?
TJ: In 2006 I started taking surfing seriously and

Tom Jones - Paddling Against Plastic Pollution

wanted to get better than I was. I hired Mike Downey a local person in my area to teach me to surf. Mike had me start paddling in waterways on a 16' paddleboard to gain the paddle strength necessary to catch the bigger waves. As Mike took me paddling several times, I got sicker, and sicker to my stomach paddling through all the debris that was just floating around me during these sessions. Not long after me, Jericho Popplar - woman's first surfing champ - introduced me to Capt. Charles Moore who discovered the Northern Pacific Garbage Patch. After speaking with Capt. Moore on several occasions on

the science and humanitarian dangers associated with plastic I had to do something...so I started paddling.
MW: Do you feel your paddle had a positive effect in raising awareness about the harms of single use plastics?
TJ: All three paddles that I have done - Oregon to Mexico in 2007, around Oahu in 2008, and Key West to New York City in 2010 were all very successful in raising awareness about plastic pollution in our oceans. Once people started hearing about my paddles, they responded and spread the word in almost every way possible: email, phone, websites, radio, television, word of mouth, etc.

MW: What are things you do in your daily life to eliminate your use of single use plastics?
TJ: I never EVER use plastics bags!!! I also say NO to plastic cups, plates, forks, knives, and spoons. Additionally, I recycle most everything. These are just a few simple and effective things we can easily do on a daily basis that will help keep plastic out of the ocean.
MW: What is next for you?
TJ: I'm training for my next paddle during the summer of 2012. Then, I'll paddle 2,551 miles from California to Oahu, leading a team of researchers and scientists on a fact-finding mission across the Pacific Ocean.

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