



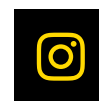
**LOVE
BLUE
2020**



fb.com/loveblue



[@loveblue](https://twitter.com/loveblue)



[@loveblue](https://www.instagram.com/loveblue)

Love Blue Is a certified non-profit organization.
(501c3)

LOVEBLUE.BLUE

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THE NITTY GRITTY

WHO WE ARE

We are a nonprofit organization that was formed by a group of lifeguards and surfers who have a vision of changing the world. Being on the beach everyday, we see the effects of ocean and beach pollution constantly. Between surfing all of our lives and being around the ocean you grow a love for it. When we were age eligible, we all decided to chase after our dream job as lifeguards. Being a lifeguard gives you a whole different perspective on the beaches and oceans. The love for the ocean and beach grew even fonder, but there's a problem, our oceans and beaches are rapidly decaying. Ocean and Beach pollution is so overlooked and this is why our oceans ecosystems are being destroyed at a staggering rate. It's such an overlooked problem because people don't see what we see. People become blind to the fact that what they leave or throw away on the beach has a huge impact on the environment. We decided to take an action on this phenomenon that's happening right in front of our eyes with Love Blue. So what we want to do is create a movement, which we call Blue Movement.

WHAT WE DO

With our #BlueMovement, we want to bring attention to the ocean pollution on our beaches, which contributes to the overall worldwide phenomenon. Through our beach cleanups we're able to get vacationers, community members, lifeguards, and surfers of all ages to come out and get that first hand look at the problem we see everyday. By having volunteers coming out to the cleanups and seeing the situation first hand, they'll want to come out and help more, and next time they go to the beach they will pick up trash when they see it and dispose of theirs properly, creating a ripple effect. This will drive awareness to everyone in the community and all the beach patrons, because everyone wonders why there's a group of us walking the beach with blue buckets, it's our #BlueMovement. We want everyone involved in cleanups, we try to target the younger generation the most because the world is in our hands and we will be the ones who can change the path of our world. The cleanups are enjoyable you get to make connections with people throughout the community and everyone comes out because they want to be a part and make a difference.

WHY WE DO IT

We want to share our movement all over the world. The fact of the matter is that ocean and beach pollution is a huge problem in our world today. This problem is growing and causing tremendous problems in our ecosystems which continue to grow. We have cleanups at multiple schools on the East Coast with plans to cover all the coasts. Eventually, after we set up the voluntary cleanups all over the world, we plan to create jobs. Through money raised we plan to send boats out in the oceans to clean the garbage patches. We want to change the world because we're all steward's of our earth who are so passionate about the beach/ocean and we want to do everything in our power to save and restore her.



2019

Accomplishments

Events

Love Blue Day- Annual event celebrated every September 19th to recognize our efforts to sustain cleaner beaches.

Cape May Christmas Parade Bake Sale- Love Blue and volunteers held a fundraiser during Cape May's annual Christmas parade selling baked goods.

Chrissy Marie Designs Block Party- Tabled in Wildwood Crest for a small business block party selling merchandise and interacting with the community.

End of summer Beach Bash- Community beach cleanup followed by beach games, music, and food/drink.



Beach Cleanups

- Over 4,050lbs removed from our coastline
- 41 beach cleanups
- 900+ volunteers
- 66 miles walked
- 7 different locations cleaned in 3 different states



Partners

- Guppi Life Style Clothing
- Barrel Bag
- Grass Straw



Recognition

Love Blue has received recognition from:

- Wildwood Crest
- Fox 29 News
- Stockton University
- Coastal Carolina News Paper



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2020 GOALS

OBJECTIVE

In 2020 we aim to generate awareness. In one summer, we collected 3000lbs, in a 5 mile radius. We want to double that in the community, and expand our mission to neighboring communities and states.

SERVICES

- Create an annual calendar of beach clean-ups
- Collaborate with 10 restaurants
- Collaborate with 3 hotels
- Collaborate with 5 local businesses
- Collect 50% more trash In 2020 than in 2019
- Begin generating awareness in the school systems

MEDIA REACH



250
followers



100
followers



2,000
followers



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THE CREST COLLABORATION

OBJECTIVE

As our hometown from where it all started, we want the Crest to grow as we do. We take pride in the place that we work, and the place we vacation. When you look closely at the city of Wildwood Crest, there is potential, and there is action to make The Crest as "blue" as possible.

GREEN TEAM

The Green Team is a vital asset to Love Blue, as we hope to collaborate with them. The Green team focuses on more than just beach presence. They focus on driving alternatives, trash collection, and the greenery in the community. By being the branch that reduces our plastic footprint, we can allow them to focus on other green matters.

WCBP

The beach patrol is our home turf. By encouraging lifeguards to have a blue bucket and our logo on their chair, this will spark conversation with visitors and encourage vacationers to put waste in our buckets!

WELLNESS COMMITTEE

Encouraging members of the community to get outside, walk on the beach, and pick up some trash along the way can lead to many health benefits including reduction of stress, and taking healthy steps to a better lifestyle.

TOURISM & RECREATION

By working with the city to spread brand awareness, whether it be posters in public areas or Love Blue magnets on beach patrol trucks, we can help gain more recognition in the community to encourage others to be more involved and respectful in keeping our beaches clean!



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LET'S BE MORE THAN BEACH BUMS

SCHEDULED CLEAN-UPS

We schedule weekly clean-ups in Wildwood Crest, and other towns. This creates a way to spread awareness of ocean and beach pollution, while Incorporating an easy way to get the community Involved and get active!

AWARENESS

- Social Media Presence
- Collaborations with other groups, businesses, and other resources within the community
- City promotion via media and public signage
- Adopting a beach

SMOKING AREAS

-On the poles where the designated smoking area is we want to collaborate with Green Team on getting small attachable waste bins to put on the poles so people can discharge there cigarettes properly

-Cigarette butts are the greatest beach and ocean pollutant and have been for over a decade. These waste bins may not collect everyone's but it will be a huge step in the right direction..

PUBLIC USE OF CLEAN- UP BUCKETS

- Having public buckets allows for members of the community to get cleaning at anytime! Making sure they have a place to dump their findings correctly Is Important, and It's a great way to get outside and generate a healthy lifestyle!



**WE WILL BE HOSTING BEACH
CLEAN UPS EVERY SUNDAY
MEMORIAL DAY THROUGH LABOR
DAY.
CLEAN UPS WILL BEGIN AT 6PM
AND MEET AT THE RAMBLER ROAD
BEACH.**



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THE PLASTIC BAG

THE CREST "BEST" STANDARD

Not only are other states and countries banning plastic bags, but even neighboring communities have implemented regulations to decrease our plastic bag usage. If Wildwood Crest wants to be the "best" we need to take action to be the best example for our shore towns.

LEAD BY EXAMPLE

- <https://avalonboro.net/wp-content/uploads/2018/08/ORD-779-2018-Prohibiting-use-of-certain-plastic-products.pdf>
-
- <https://avalonboro.net/details-regarding-avalon-clean-water-initiative-single-use-plastics-ordinance/>

ALTERNATIVES

- 90% of brown paper bags are made from already recycled paper
- Selling reusable bags are an affordable way to not only promote absolutely anything you would like, but they are also an excellent way to allow for patrons to become more eco-friendly.
- Let's greater promote the drop-off options for plastic bags



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THE CIGARETTE BUTT

BAN THE BUTTS

Having designated smoking areas is one thing, but enforcing it is another. We want to encourage members of the community and other Crest employees to speak up. It's ok to encourage someone kindly to smoke in the designated areas. It's nothing new that second hand smoking is just as harmful, and in a family-friendly beach we want to not only keep them clean but keep our growing generations healthy as well!

SPREAD THE KNOWLEDGE

- Cigarette butts are the number 1 largest form of pollution in our oceans and on our beaches.

LET'S RECYCLE VAPE TOO

Providing a drop-off location to recycle used cartridges will make it less likely for people to dump them in the trash

TWO YEAR IMPLEMENTATION

- By 2022, we hope that Wildwood Crest can become a smoke-free environment. This will not only help with the decrease in pollution, but also better improve the wellness of the community.



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THE BLUE MOVEMENT SEAL OF SUPPORT

GET LOVE BLUE CERTIFIED

Creating a certification or "seal" to encourage local businesses to become more ocean friendly is one large way we want to get our community more involved. We want to take time to educate business owners on the best ways to pivot and become more sustainable. We will generate standards for business to fulfill in order to receive our "seal."



REQUIREMENTS ASSISTANCE

- Annual fee of **\$100** per business
- Eager to learn how to pivot your business to become more eco-friendly
- Educate Staff on changes made within your business
- Blue Movement "seal" of approval
- Educated and established as "environmentally friendly"
- Contribution to support local beach clean sweeps

OCEAN FRIENDLY ESTABLISHMENT FYI

- An estimated 100 billion plastic bags are used **ANNUALLY** in the United States.
- 49.4 billion plastic water bottles were sold in one year's time with only 31.1% recycled, leaving roughly 34 billion plastic bottles that were littered or went into a landfill in 2015.
- Restaurants use an average of 5,800 gallons of water per day



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RESTAURANTS

WHO WE ARE

With over 30 dining options in Wildwood Crest, we want to educate these business owners on ways to transition into a more eco-friendly establishment. This will lower our ocean pollution and help restaurants gain a more positive reputation.

CHOOSE 3

- Use of paper bags
- Use of non-plastic straws
- Use of biodegradable or recycled cutlery
- Use of paper and recyclable to-go products
- No beverages are sold in plastic bottles.
- A discount is offered for customers with reusable cup, container, bag, etc.

Business Benefits

- Blue Movement Seal of Support
- Contribute to support Cleaning our coastlines
- Contribute to support the education of the public
- Established Blue Movement sealed restaurant recognized on our website
- Social Media recognition and promotion
- Opportunities to collaborate on community events and outreaches
- Customers are capable of working with and being educated by lifeguards and community members



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HOTELS

GROWTH AS A COMMUNITY

With over 50 hotels in Wildwood Crest, we want to connect and educate ways for them to become more environmentally friendly, while still giving guests the best experience the Crest has to offer

US

- Provide easy alternative solutions to become more ocean friendly as a hotel
- Educate staff on the small changes with a big Impact
- Make 2+ transitions to be more environmentally friendly
- Communicate with any questions

CHOOSE 2+

- Give guests the option to keep their sheets
- Give guests the option of keeping their towels
- Provide rooms with larger toiletries rather than small disposable ones



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LOCAL BUSINESSES

SEEK OPPORTUNITY

Other businesses have the option of "Going blue" as well. By allowing us to connect and provide solutions you may need to establish a more environmentally friendly business, we want to help.

Business Benefits

- Blue Movement Seal of Support
- Contribute to support Cleaning our coastlines
- Contribute to support the education of the public
- Established Blue Movement sealed restaurant recognized on our website
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COMMUNITY CONNECTIONS

We want to do the best we can to help businesses in The Crest to grow and succeed with any changes they might make.

Alternative ways to be Involved are always an option, such as, hosting an event to help sponsor us and help spread the Love Blue mind set.

