

WITH. EVERY. BEAT.

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Once upon a time....

California beaches looked like this....





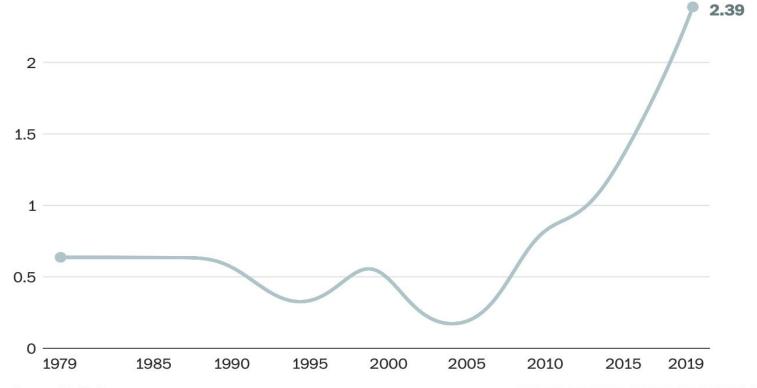
...and as the fifth largest economy in the world, California is a big part of the problem."

Our fight against plastic pollution in California | TNC

Estimated plastic in world's oceans

...and pollution continues to increase.

- In million metric tons



Source: PLOS One

MICHAEL BIRNBAUM / THE WASHINGTON POST



OUR GOAL?

Get the California government to → make an official change to prevent waste pollution on public beaches.

In December of 2022, the California government "signed historic measures to fight climate change."

Gavin Newsom, the governor of California, created a climate crisis tackle plan for 2023. It included cutting greenhouse gas emissions, generating clean energy, reducing carbon in the atmosphere and establishing a buffer around oil and gas walls.

https://calmatters.org/environment/2022/09/california-climate-change-legislature/

Now, the government needs to tackle waste pollution.

California is the trendsetter. If California succeeds in this, the rest of the world will follow.

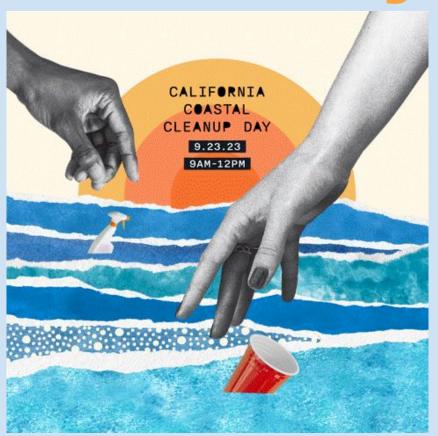
Here's the truth...

Polluted beaches lead to polluted ocean water. Polluted waters put swimmers at risk for stomach flu, skin rashes, pinkeye and other respiratory infections.



The Impacts of Beach Pollution | NRDC

But they are trying.



Just not hard enough.

California Coastal Cleanup Day.

In 1988, 33,093 total pieces of trash were picked up. In 2023, 133,645 pounds of trash and other materials were picked up.

Coastal-cleanup-day-results

California Coastal Cleanup Day History

"For generations, Californians have demonstrated their love and dedication to our coast during Coastal Cleanup Day," said the Commission's Executive Director Dr. Kate Huckelbridge.

So why don't we take their dedication and s p r e a d it out over weeks, not just one day.

Meet Leah Thomas

Based in Southern California, Leah is passionate about exploring the relationship between social justice and environmentalism.



"We can't save the planet without uplifting the voices of its people, especially those most often unheard." 18

OUR IDEA.



the California Government

TO.

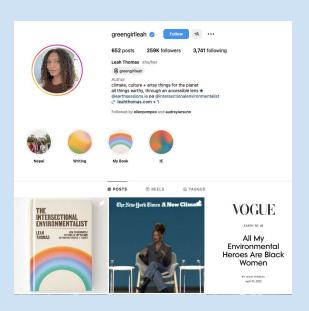
help tackle waste pollution



supporting an environmental movement formed by Leah Thomas to combat this climate crisis

Leah Thomas is an environmental die-hard

eco-lifestyle blog @greengirlleah



non-profit
Intersectional
Environmentalist



We want her influence to help get the CA government's attention.

here's the movement.

Better our Beach With Every Beat

Brought to you by the California State Government



12 Beaches

San Diego, San Clemente, Newport Beach, Hunington State Beach, Long Beach City Beach, Seal Beach, Redondo Beach, Santa Monica State Beach, Malibu State Beach, Santa Barbra Shores, Morro Bay State Park, Carmel Beach City Park

12 Bands

Jack Johnson, Sublime, Colbie Caillat, Slightly Stoopid, Matt Costa, Aloha Radio, The Lumineers, The Growlers, Hirie, Common Kings, The Backseat Lovers, The Palms

12 Weeks of Summer

6/23,6/30, 7/7, 7/14, 7/21, 7/28, 8/4, 8/11, 8/18, 8/25, 9/1, 9/8, 9/15

"Better our Beach with Every Beat" is a beach cleanup with live music from a variety of artists to make beach cleanups more engaging. We want to encourage attendees to leave the headphones at home and enjoy tunes as they help better the community.

Human Truth:

We want to enjoy our time at the beach without being surrounded by trash.



It's simple. Music makes everything more fun.

13,540 plastic bottles were picked up along the California Coast during the International Coastal Cleanup day in 2022.

U.S. waste items found in oceans by state 2022 - StatistaStatistahttps://www.statista.com > ... > Waste Management

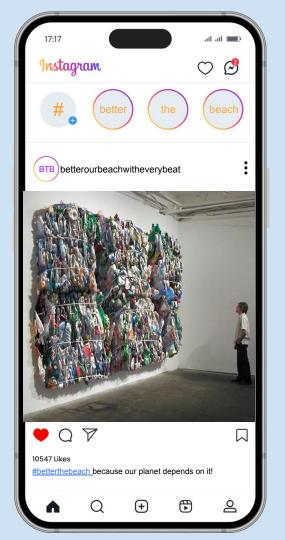
to deliver impact...

The trash picked up will be be created into an art installation at every location.

so the government can...



Participants can compile trash to be condensed and turned into a statement for change.



And post about it using #betterthebeach to bring greater traction to the cause.

let's tackle this together.

THE TEAM



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