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**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Native Sun Partners with Local Surfrider Foundation to Clean Up Our Beaches**

Native Sun Natural Foods Market's Jacksonville Beach store, located at 1585 3<sup>rd</sup> Street North, will be raising funds for the First Coast Chapter of the Surfrider Foundation. In support of Surfrider's *Rise Against Plastics* campaign, Native Sun has pledged to donate 5% of store sales on Monday, September 12<sup>th</sup> to the local chapter.

Funds raised through store sales on September 12<sup>th</sup> will help continue Surfrider Foundation's mission to protect our oceans, waves and beaches. The goal of the *Rise Against Plastics* campaign is to reduce the number of single use plastic straws that end up as litter on our local beaches. The campaign is already making an impact in Miami and other coastal cities across the nation.

In an effort to keep our local beaches clean and safe for wildlife, the team at Native Sun will also participate in Surfrider Foundation's International Coastal Cleanup Day on Saturday, September 17<sup>th</sup> from 10 AM-12 PM. Native Sun staff will join with other area volunteers and gather on the north side of the Jacksonville Beach Pier to collect trash and litter. Native Sun will also provide snacks and sunscreen for event volunteers. To reduce the amount of single-use plastic bags used during the cleanup process, Surfrider Foundation will make buckets available to volunteers as well as gloves.

During last year's International Coastal Cleanup Day, nearly 800,000 volunteers collected over 18 million pounds of trash from beaches around the globe, including almost 350,000 pounds from Florida's beaches. Hayley DiGiano, Chair of the First Coast Chapter of the Surfrider Foundation, explains that every beach cleanup is a chance for "volunteers to be part of something that will impact the globe starting at home." For Native Sun Community Relations Manager, Meghan Fiveash, the partnership with Surfrider, "aligns perfectly with our company's commitment to enhancing the health and quality of life in the communities we serve."



The Surfrider Foundation is a global non-profit grassroots organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches. Founded in Malibu, California in 1984, The Surfrider Foundation has over 50,000 members and 80 chapters worldwide. Since 2002 First Coast Surfrider members, volunteers and sponsors have worked to protect the beauty, quality and public accessibility of our beaches from Fernandina to Palm Coast.

Native Sun is Jacksonville's own natural and organic grocer, having served the local community since 1996. The company operates three locations in Jacksonville, the original Native Sun store at 10000 San Jose Boulevard, their second store at 11030 Baymeadows Road, and their newest location at 1585 3<sup>rd</sup> Street North in Jacksonville Beach. All three Native Sun stores are open from 8am to 8pm Monday thru Saturday and Sunday from 10am to 6pm.

To stay in touch with the latest updates from Native Sun, follow them on Facebook, Instagram, Twitter, or their blog.