



HOW TO PREP FOR A FUN U-TURN BEACH CLEAN UP

We have some easy ways to make the whole experience fun and Instagrammable too.

1 PICK A DATE & LOCATION

The best time to plan a beach clean up is at the start of the season, to ready it for the crowds to enjoy, or at the end of the season, to pick up what the aforementioned crowds may have left behind. Identify at which beach/river/lake you would like to set up a U-Turn station (the control center for the event).

2 PICK A TIME

Low tide is the best time to schedule a beach clean up, since that's when trash is most exposed. Start your event as the tide is starting to go out.

3 GET OKAY-ED

Since you're doing a good thing, it shouldn't be hard to get approval from local officials—but be sure to do so anyway. Determine who the right contact is for your beach, and give them a call or shoot them an e-mail outlining your plans. If you're not sure who to contact, touch base with your municipality or the local police station.

4 RECRUIT THE TEAM

Reach out to your colleagues, students, HD dealers..even friends or family members. School groups can work well at beach clean-ups. Contact the principal about the possibility of them joining you for the day. Things to consider are transport, walking distance, food breaks and having enough adult support.

5 MEDIA COVERAGE

Get media involved: use social media and write letters to local publications to publicize your team's efforts and results. It may pay off to get a PR firm involved.

6 BRING THE RIGHT TOOLS

Your U-Turn team is going to be picking up some not so pretty trash (is there such a thing as pretty trash)? Some of it will be sharp and some of it will be sticky. So safety is key and not getting it on your bare skin is a must. Provide protective gloves for all to do the actual picking up of the trash, and shovels too. The trash bags/buckets are for your team to put the actual trash in while they're walking around finding all the plastic junk that's been washed ashore, and the sand has spit out.

Yes we know a tan is cool! We also know not dying from skin cancer is cooler. So make sure that there is sunscreen available for each of the ocean heroes.

Let your volunteers know what supplies to bring: a) hats and b) close toed shoes.

7 THINK LOGISTICS

*Plan out the schedule for the U-Turn clean up session, and think about what logistics you need to arrange. For instance, if you're expecting a big crew, consider whether there is enough parking, or if you should plan to organize shuttles or encourage people to walk or bike to the beach. Set up a plan for dividing the beach into sections, and assigning sections to U-Turn volunteers. **Have a game plan for disposing of the trash after the event is done** (e.g.: a) recycled and turned into Sea-Tex, or b) landfilled). **Don't think of land-filled as a bad option...everything is better than leaving the junk on the beach.***

8 BE SURE YOU HAVE AN EMERGENCY PLAN

A basic first aid kit is important. We all have our cell phones, but walkie-talkies can be handy.

9 MAKE IT FUN!!!

Look picking garbage up isn't necessarily the most glamorous task, so reward your U-Turn volunteers with a good time. Music can help set the atmosphere, and plan for prizes for the person who collected the most trash, or who found the most unusual piece of garbage. Tables, chairs and shelter for the end (-> U-Turn station). Allocate someone who is organised to set-up BBQ. BBQ is cool...everyone loves it. Take lots of photos and share BIG on social media.

(send enquiries for banners, U-Turn brochures and U-Turn logos for T-shirts: info@sea-tex.com)