

# BAREFOOT WINE BEACH RESCUE PROJECT LEAVES ONLY FOOTPRINTS BEHIND

By Laura Mazzarella



Seven beaches across America from North Carolina, Florida and New York to Hawaii and California became officially “barefoot-friendly” this summer thanks to the good people at Barefoot Wine. The winery partnered with the Surfrider Foundation to stage a summer-long series of beach cleanup and restoration events through the Barefoot Wine Beach Rescue Project (BWBRP).

The project kicked off in Maui in June 2007, where Chapter Chair Jan Roberson helped coordinate an event at Ho’okipa Beach Park. Here volunteers helped plant 300 native plants including Naupaka and Pōhinahina in an effort to naturally buffer the eroding shoreline at Ho’okipa, helping prevent the use of armoring.

After Maui, the Beach Rescue Project then traveled all the way across the country to New York City’s Rockaway Beach. Armed with garbage bags, gloves and rakes, New York City Chapter Chair Doug Parent and Beach Cleanup Coordinator Alexi Remnek led over 70 volunteers who braved intermittent rain showers to collect and bag debris and litter hiding in the sand. To toast everyone’s efforts, volunteers were treated to a special reception with Barefoot wine and bubbly tastings along with a musical performance by Luscious Jackson front woman Jill Cunniff and musician Singh Birdsong as the sun set at venue Pier 92 Restaurant and Bar. Stars kicked off their shoes to do their part including E! Daily 10’s Sal Masekela, actor Andrew Keegan, comedian Kristen Schaal of HBO’s Flight of the Conchords and musician N’Dea Davenport of The Brand New Heavies.

The project returned to Hawaii the following weekend, where Kauai Chapter Chair Sheri Saari organized an early morning effort to give Kealia Beach a much-needed cleaning. The Chapter also conducted outreach efforts to raise awareness about marine debris in the area. Over 50 volunteers were treated to coffee and breakfast as a special thanks.

The series remained in Hawaii for the next event, where Co-Chairs Marvin Heskett and Scott Werny led over 100 activists from the Oahu Chapter in a successful beach cleanup effort at Ala Moana Beach Park. Stars came out to show their support including Fox’s 24 Eric Ballfleur, Hawaii Champion Surfer Matty Liu, Big Wave Rider Ken Bradshaw, and ABC’s The Bachelor Andy Baldwin. Everyone was then treated to a special “Mahalo” celebration event that was held at the Local Motion Surf Shop’s Brew Moon pub. Highlighting the evening was a wonderful acoustic performance by Jill and Singh. As an added bonus one lucky volunteer walked away with a free surfboard after entering a raffle that was open to all volunteers who participated in the day’s beach cleanup.

The South Florida Chapter kicked it up a notch with their native planting event at North Shore Open Space Park, helping to restore local dunes by removing invasive plants and replacing them with native plant species, which work to prevent coastal erosion. Local Surfrider Foundation Coordinator TJ Marshall and Florida Regional Manager Ericka D’Avanzo were onsite training volunteers on the basics of native replanting, before handing out gloves, shovels and plants. Volunteers then headed over to the local Quiksilver Store to celebrate. Renowned surfboard shaper Matt Kechele donated a custom surfboard that was raffled that evening with 100% of the proceeds going to the Surfrider Foundation. TLC’s Miami Ink Darren Brass and Pro-surfers Ryan Helm and Skeeter Zimmerman attended the event as well.

As part of this year’s Beach Rescue Project, Barefoot Wine and Surfrider Foundation gave America the chance to select the sixth beach rescue project location. It was a close race, but beach enthusiasts voted and North Carolina’s Wrightsville Beach won the honor. On August 18, Cape Fear Chapter Chair Sean Ahlum



Volunteers planting to help naturally preserve Ho’okipa Beach Park.

JUSTIN MORZIANO



Volunteers gather under the tent while the rain passes.

MATTHEW PERTON

KENNY ONUFROCK



Jill Cunniff and Singh Birdsong performing at venue at Tower 7 Baja Restaurant while happy volunteers enjoy a musical performance from her new CD "City Beach" (a portion of the proceeds go to Surfrider Foundation)

MAKINNE GRAHAM



Cleaning Keala Beach

NEAL MIYAKE



Oahu Chapter Co-Chairs Marvin Heskett, Scott Werny, Raffle Winner Hajime (JIM) Ueno, ABC's Bachelor Andy Baldwin, Barefoot Wine's Jake Wheatley, Surfrider's Laura Mazzarella

LUIS LOZADA



Invasive species have been removed – job well done.

and crew coordinated a successful cleanup event on the beach where volunteers, including WB actress, Soledad, who calls the area her second home, gathered to clean the sand. Women's East Coast Wahine Surf Championships. Once again, the crew headed over to enjoy live music by the Barefoot wine and appetizers at Tower 7 Baja Restaurant.

In September, the final BWBRP took place at Trestles Beach, California where guides from the Surfrider Foundation's South Orange County Chapter led groups of volunteers along the trail leading to Trestles Beach. Along the way, the guides provided insight about the current status of the San Mateo Creek watershed and Surfrider Foundation's efforts to protect the area with their "Save Trestles" campaign. Following the beach cleanup, volunteers then walked down to the San Clemente Rip Curl store, for the chance to meet and hang out with celebrity actors David Chokachi, Andrew Keegan and Peter Mensah, E! Daily 10's Sal Masekela, and 8-time World Surfing Champion Kelly Slater as well as enjoy Barefoot wine, surfside fare and an unforgettable performance by Jill Cunniff and Singh.

"This year's Barefoot Wine Beach Rescue Project was an absolute success," said Surfrider Foundation CEO Jim Moriarty. "Not only did we make a difference on seven of America's most popular beaches, this campaign helped beaches all across the country by raising public awareness of the important issues affecting our coastal communities."

As part of the Beach Rescue Project, Barefoot Wine donated \$125,000 to the Surfrider Foundation to directly assist the organization's campaign efforts in Montauk, NY; Kawela Bay, HI; Lake Worth, FL; Trestles, CA; Ma'alaea, HI and elsewhere.

The Surfrider Foundation wishes to thank the good people at Hunter Public Relations and our Maui, Kauai, Oahu, New York City, South Florida, Cape Fear and South Orange County Chapters, for their assistance in making these events possible. Surfrider Foundation also wishes to extend a very special thanks to Jeremy Soine, Jake Wheatley, Mark Dunlea, and everyone at Barefoot Wine for their support of our beach and coastal environments and generosity in making this year's Barefoot Wine Beach Rescue Project an incredible success!

*Laura is Surfrider Foundation's Marketing Manager.*



RICHARD SOHIA

Kelly Slater, David Chokachi, Andrew Keegan and guest, Peter Mensah and Stefanie Sekich