



campaigning for clean, safe recreational water for everyone

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28<sup>th</sup> July 2008

NEWS RELEASE



## **SURFERS AGAINST SEWAGE LITTER-PICK COMPLETED AT PORTHTOWAN.**

Surfers Against Sewage (SAS) and Barefoot Wine have completed a very successful beach clean-up at Porthtowan this week, removing over 240kg's of waste from the beach with the help of over 60 people. This was day 1 of a week long national 'Barefoot Friendly' beach litter tour.

Andy Cummins, Campaign Officer at SAS, said "Marine litter is a huge problem on beaches all over the country and by its very definition, we are responsible for this marine litter in the marine environment. This tour gives beach-lovers a great opportunity to make a real and very positive difference on their local beach! It's really important that people take an interest but it's also really important that people have fun doing it. The

Surfers Against Sewage

Wheal Kitty Workshops  
St Agnes, Cornwall TR5 0RD

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beach cleans we organise are really enjoyable, educational and are a great way to bring local people from all walks of life together”.

The beach clean was followed by a delicious, free BBQ on the beach for all volunteers. For those who wanted to stay on afterwards, volunteers, friends and family enjoyed an evening of fun surf quizzes and free Barefoot wine at Blue Bar.

Emily Smith, marketing manager, Barefoot wine, said “It is a real honour for Barefoot wine to work in partnership with SAS on the ‘Making Beaches Barefoot Friendly’ campaign. Beaches are such an important part of our environment and it’s crucial that we treat them with respect so that they remain fun, clean and safe places for us to enjoy.”

**SAS and Barefoot Wines would like to thank all the volunteers, including all the involved volunteers from Cornwall Centre For Volunteers for their help on the day!**

For more information about the campaign, please contact Richard Hardy at SAS on 01872 555950 or [richard@sas.org.uk](mailto:richard@sas.org.uk). Alternatively, visit [www.sas.org.uk/campaign/littertour](http://www.sas.org.uk/campaign/littertour) or write to Andy Cummins, SAS Unit 2, St Agnes, Cornwall, TR5 0RD.

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For more information about Barefoot wine, please contact Izzy Shirley on 020 7492 0915 or [isabel.shirley@77pr.co.uk](mailto:isabel.shirley@77pr.co.uk).

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**Notes to the editor:**

**About Surfers Against Sewage (SAS)**

- Surfers Against Sewage (SAS) is a UK-based non profit-making organisation campaigning for clean, safe recreational waters, free from sewage effluents, toxic chemicals, marine litter and nuclear waste.
- The organisation was founded in 1990 by a group of surfers, who were literally 'sick of getting sick' through repeated ear, nose, throat and gastric infections after going in the sea. Forming a local group they set about taking grassroots action to stop the sewage pollution at their local surf breaks in Cornwall.
- They were swiftly joined by like-minded water-users from around the UK and created what has now become a highly successful national campaign that gives recreational water users a voice on building a clean and safe water environment.
- The core objective is to ensure that anyone who wishes to enjoy the water environment, whether as a year-round surfer or a summer time beach-goer, can do so without fear of sickness or long-term illness.
- The SAS campaign has already had a considerable impact on the whole sewage debate and the UK has now started to clean up its act in reducing the amount of sewage pollution.
- As a result of this campaign SAS have become respected eco-campaigners and are now putting skills learnt to good use in campaigning vigorously on a broader range of water issues that can impact both on the health of the water user and that of the water environment. Current campaigns include 'Sewage and Sickness', 'Safer Shipping', 'No To Toxics', 'Climate Chaos' and 'Marine Litter'

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#### **About Barefoot wine**

- Barefoot wine has been the USA's Top Performing Wine Brand for the last 2 years – 2006 and 2007 (source: IRI USA 2006 12mths to Dec 2006 and IRI USA 2007 12mths to Dec 2007)
- Barefoot was the most awarded winery in the USA in 2007 winning over 250 awards
- Barefoot wine is all about making wine more fun and less serious – Get Barefoot and have a great time!
- Barefoot has been available in the UK since 2006 and is available nationally in the following retailers: Thresher, The Local, Wine Rack, Budgens, Londis and Co-op
- Barefoot is also available at more than 250 independent stores in Brighton and Manchester
- All Barefoot wines are priced at £5.49 (RRP)

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