



## BAREFOOT WINE ANNOUNCES WORLD BEACH RESCUE DAY TO COMMEMORATE TEN YEARS OF CLEANING BEACHES AROUND THE WORLD

**29 June, 2016** – Barefoot Wine & Bubbly has proclaimed 9 July **World Beach Rescue Day (WBRD)** in honour of the tenth year of the Barefoot Wine Beach Rescue Project, an initiative that began in 2007 in partnership with the Surfrider Foundation, a non-profit grassroots organisation dedicated to protecting our ocean, waves and beaches.

Next Saturday (9 July), Sydney's popular Manly beach will host locals looking to lend a hand – and a foot! – while representing Australia in a simultaneous beach clean up, with volunteers across 11 countries worldwide making an effort to improve the state of their local shores, rivers, and lakes.

Since its start ten years ago, the beach-cleaning effort has expanded to more than 14 countries around the world with 14,000 participating volunteers who have collected more than 18,000 kilograms of rubbish from our beaches.

Volunteers will be provided with reusable bags and gloves and then directed to areas of the beaches most in need of tender loving care. Afterward, as is tradition, volunteers will be invited to an appreciation celebration that includes delicious food, exciting entertainment, and complimentary Barefoot Wine & Bubbly.

“While there is still a great deal of work to be done, we’re incredibly proud of the stand in the sand Barefoot has taken in preserving beaches around the world,” said Jessica Sharman from Barefoot Wine & Bubbly. “We hope World Beach Rescue Day will usher in a greater emphasis on the importance of leaving only footprints on our beaches.”

**To show your support and celebrate this milestone come and join the Barefoot team this 9 July:**

**Location: Manly Cove**

**Time: 2-3:30pm**



In an effort to further amplify the important message, participating countries created larger-than-life sand art installations with the message “Leave Only Footprints” to inspire participation and awareness of the project’s mission to rescue beaches around the world. The video highlights the common thread that connects us all – the oceans. To view this video visit:

“World Beach Rescue Day is a great way to celebrate Surfrider’s ten years of partnership with Barefoot Wine,” said Chad Nelsen, CEO of the Surfrider Foundation. “Our decade of beach clean ups has raised awareness about ocean pollution and the simple steps each of us can take to ensure our favourite beaches remain Barefoot friendly.”

Join the conversation and show support by sharing a photo illustrating how they are doing their part using #WorldBeachRescueDay on Facebook, Instagram, or Twitter. For each post using the hashtag, Barefoot will donate \$1, up to a maximum donation of USD\$100,000, to Surfrider during the period of 27 June through 31 August, 2016. For more event details and terms and conditions, please visit [www.worldbeachrescueday.com](http://www.worldbeachrescueday.com)

#### **ABOUT BAREFOOT WINE & BUBBLY**

Barefoot Wine & Bubbly, the most awarded wine brand in US competitions, can be found bearing the fun, iconic footprint label. For more information, visit:

[www.barefootwine.com](http://www.barefootwine.com) | [www.facebook.com/BarefootWineAustralia](https://www.facebook.com/BarefootWineAustralia) | [www.instagram.com/barefootwine](https://www.instagram.com/barefootwine)

#### **ABOUT SURFRIDER FOUNDATION**

The Surfrider Foundation is a nonprofit, grassroots organization dedicated to the protection and enjoyment of our world’s oceans, waves and beaches through a powerful activist network. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 250,000 supporters, activists and members worldwide. For more information on the Surfrider Foundation, visit [www.surfrider.org](http://www.surfrider.org)

#### **For interview opportunities contact:**

Barefoot Wine & Bubbly Brand Ambassador

Jessica Sharman: [jsharman@oatleywines.com.au](mailto:jsharman@oatleywines.com.au) | 0448 268 358