

#Coast2CoastwithSaveaFishie

We would like to announce our most ambitious Coastal Beach Clean-up Campaign to date!

SOME BACKGROUND

“Save a Fishie was founded by **Zoë Prinsloo**, a 20-year-old environmental activist from Cape Town when she was just 16 years old! Zoë has been cleaning beaches since the age of 10 and has to date cleaned over 120 beaches and collected over 10 tons of litter in the process. She was selected to go to New York in 2019 to attend the United Nations Youth Climate Summit and in 2022 was announced as one of the Top 100 African Youth Conservation Leaders. She has also been recognised by the Mayor of Cape Town, Mayor Geordin Hill-Lewis for her beach clean-up work and has been published in countless newspaper, magazine and online articles as well as appearing on TV and Radio. Simply Google *Save a Fishie* or *Zoe Prinsloo* to learn more about this incredible young lady and her inspiring organisation.”

From **May – July 2023**, myself, Zoë Prinsloo and our team at **Save a Fishie NPC**, will embark on a project **5 years in the making** of cleaning up over **100 beaches** along our South African coastline!

Through working with community schools and organisations we aim to **impart a shared ownership and awareness** around the effects of plastic pollution on our **ocean and personal health** supported by our various educational partners. In support of our environmental message, we will also be collecting **citizen science based data** around the quantity and variety of plastics we collect, which will be **made available to the public** on our website to download.

OUR ROUTE

The first clean-up will be at Big Bay on 20 May, a symbolic beach as this is where I attended my **very first clean-up at the age of 10!** From there, we will continue with daily clean-ups all the way to Port Nolloth, before crossing the country and continuing down the East Coast. With the final clean-up planned for 29 July at Milnerton Lagoon, another symbolic location as that is where Save a Fishie celebrated our **100th clean-up in September 2022!**

SOCIALS

We will be documenting our journey across our socials across these key elements: **“Environment. Education. Entertainment.”** for our **12 000+ followers** and on our website (<https://saveafishie.co.za/blog/>). We will also have a live tracking meter showing the public our kilometres travelled, kilograms of litter collected, number of nurdles picked up and more! On completion, we will be editing and sharing a **YouTube series** for an in-depth view of the project.

HOW CAN YOU HELP? So many ways!

AS AN INDIVIDUAL

If you would like to make a financial contribution you can do so directly via EFT or via our Back-a-Buddy account (link: <https://www.backabuddy.co.za/save-a-fishie>)

BANKING DETAILS: Account Name: **Save a Fishie NPC**, Bank: **First National Bank**, Acc # **630 459 46605**, Branch code: **200-410**

AS A CORPORATE

We have divided the coastline into "packages" of 6 sponsored beach clean-ups, which can be “purchased” exclusively for a brand to clean at a cost of R30 000 per package. Beaches will be divided up between the East, West and South Coast providing maximum exposure of your brand around our country's coastline. Alternatively you can sponsor a single beach at R8 000 each.

Sponsors will provide us with 2-3 shark fin feathers to put up at their sponsored beach clean-ups and those clean-ups will be known as YOUR clean-up with YOUR branding. This includes photos, Facebook and Instagram posts and your company will be tagged in them all. If there are members of your staff or of your customers close to where your beach clean-ups will be held, they are encouraged to join. You will also be given access to a shared folder of images taken during the trip for your own marketing applications.

AS A SMALL BUSINESS OWNER/INDIVIDUAL

We are also open to **product support** to ensure our success, some of the items we need include:

- Fuel sponsors
- Devices for capturing & editing the content (iphone & MacBook)
- Mobile fridge and Camping Equipment
- Printing of various educational materials, posters and business cards

AS AN EXPERIENCE / ACCOMMODATION PROVIDER

As part of our key elements of **“Environment. Education. Entertainment.”**, we are looking for amazing **PLACES TO STAY** and **EXPERIENCES** to share with our supporters! To showcase what our beautiful country all has to offer in the way of exciting and fun-filled experiences, gorgeous views, delicious food and just showing off South Africa and all she has to offer! We would love to add **YOU** as one of the **South African Dream Destinations** along our route! (If you are able to **sponsor our team an OVERNIGHT ACCOMMODATION, a LUNCH, a DINNER or an EXPERIENCE** please note we are 2 adults and 1 child – 14 years old.)

We are also very open to ideas from you as to how YOU feel you can best help us. So please talk to us and let's make it work.

Kind regards:

Zoë Prinsloo