



## FOR IMMEDIATE RELEASE

### Storm Surge, the Beer of Coastal Action Month

(Mahone Bay, N.S.) – As of March 1, 2020 through to March 31, 2020 it will officially be Coastal Action Month.

Coastal Action is a charitable organization on the south shore of Nova Scotia that believes in safeguarding a healthy environment for future generations. For over 25 years, their goal has been to promote the restoration and conservation of our environment through research, education, and action.

*“Saltbox’s Loyalty Program supports Coastal Action’s many projects and programs, including our Ocean Friendly Nova Scotia initiative aimed at eliminating single-use plastics in coastal communities across the province. We’re very happy to partner with Saltbox and are grateful for the support of our South Shore community!” - Ariel Smith, Coastal & Marine Team Lead*

Storm Surge is a Maritime Pale Ale brewed with our coastal communities in mind. By purchasing a can of Storm Surge, you will directly be contributing to our Coastal Action Initiative.

Your donation will help support Coastal Action’s Coastal & Marine initiatives, including:

- Ocean Friendly Nova Scotia: a recognition system that encourages businesses to eliminate single-use plastics at their establishments.
- Microplastic research and prevention projects.
- Abandoned, lost, and discarded fishing gear retrieval and education projects.
- Community events focused on coastal and marine protection along the south shore of Nova Scotia, including our World Oceans Day events, shoreline clean-ups, and dive-for-debris activities.

*“Coastal Action is a natural partnership for us. Clean waters and a clean environment are so important to many areas of the local economy. We are happy to be a major contributor to the effort to protect our beautiful Atlantic Ocean.”- George Anderson, Saltbox Founder*