

COSTA + OCEARCH

BORN ON THE WATER. MADE TO PROTECT IT.

Costa believes in making products with a purpose, that's why we've partnered with OCEARCH® to surface a brand new collection of Great White Shark & Tiger Shark inspired sunglasses, shirts, and hats.



WHO IS OCEARCH?

OCEARCH is a team of scientists and explorers that conduct ocean research expeditions to gather critical data to save sharks, and the oceans we all love. The facts: Great White Sharks, and Tiger Sharks are apex predators that help keep our ocean's ecosystems balanced. By protecting sharks, we can help protect our oceans.



KICK PLASTIC®

JOIN THE MOVEMENT TO PROTECT OUR WATERY WORLD



OUR COMMITMENT

Costa was #BornOnTheWater by a group of fishermen in 1983. Since then, we have supported causes that contribute to the preservation of our watery world. **IT'S PART OF OUR DNA.**

Costa launched Kick Plastic to help reduce the amount of single-use plastic finding its way into our waterways, to reduce the amount of plastic we use as a company, and to mobilize a movement. **YOU CAN HELP!**

PROTECT WHAT'S OUT THERE

We have a bad habit. Every year, Americans use millions of tons of plastic just once, before throwing it away - and far too much of it ends up in our oceans.



ALEXANDER SIEGEL FOR SURFRIDER FOUNDATION

PLASTIC CAN NOW BE FOUND IN ALMOST



ALEXANDER SIEGEL FOR SURFRIDER FOUNDATION

EVERY CHANGE WE MAKE TOGETHER



ONE COAST

Overview

One Coast was created to help provide disaster relief funding for those affected by the recent hurricanes, Hurricane Harvey and Irma. Costa Sunglasses together with Name, Name, & Name have come together to produce tshirts available for purchase. 100% of the proceeds will go to Red Cross to put towards efforts to help those who have lost so much rebuild in the wake of these recent natural disasters.

Spread the Word

Here's where you come in!

[Click here](#) to view the One Coast website. When linking on your social pages or website, please use bit.ly/one-coast.

[Click here](#) for downloadable social media images.

Don't forget to use **#ONECOAST** & tag the following partners:

- Costa Sunglasses (@costasunglasses)
- Red Cross (@Red Cross)
- Name

Posting tips:

- Use the platforms that seem the most casual, fluid way to talk to your fans. We love Instagram stories, Snapchat, & Twitter. (You can easily link to bit.ly/one-coast from any of these posting formats.)
- Share why this is important to you. Are you from an affected area? Have coastal issues like hurricanes affected you in the past?



fb.com/costasunglasses
fb.com/redcross



@costasunglasses
@americanredcross



@costasunglasses
@redcross

WWW.ONECOAST.NET

Important Info

- Shirts can be purchased at bit.ly/one-coast.
- Total Cost: \$30
- Funds benefit those affected by Hurricane Harvey & Hurricane Irma
- Extra
- Extra

TOGETHER WE ARE ONE COAST.





APR 24, 2015

KENNY AND COSTA PARTNER AGAIN WITH THE RELEASE OF 5 NEW SIGNATURE EDITION SUNGLASS STYLES TO BENEFIT OCEAN REEF RESTORATION





420 EXTRA PALE ALE

IPA

GOIN' COASTAL IPA

BLUE



SEASONAL

Kick Plastic Pilsner

Every year, millions of tons of single-use plastic finds its way into streams, rivers and oceans – and the problem is only getting worse.

We're teaming up with our fellow nature-lovers at [Costa Sunglasses](#) to mobilize a movement and help protect our watery world. Together we can #KickPlastic.

#KickPlastic

This Czech-style pils pops with herbal notes and tropical fruit aroma, balanced by malty, oceanic characters on the palate.



ABV

5.3%

IBUs

39

Available in:



Bottles



12oz Can



Draft

Malt Bill:
Pilsner, Carapils, Vienna

Hops:
Saaz, Loral, Azacca

Dry Hop:
N/a

Flavor Profile:
Herbal, fruity, malty, oceanic

SHARE





20
BE
SU
PO

EPISODE 10 //
URAL

Next up on the Beneath the Surface Podcast, Corey and Sean welcome DarkRoom Guru, Pete Buzzelli, into the studio for their eighth episode: Ural.

It's safe to say everyone at BOTE has a special tie to the beach, but they also have another common thread that feeds their need for adrenaline, and that's motorcycles. There's always been motorcycle surf racks, allowing surfers to transport the traditional surfboard to the beach via bike. In 2017, Corey got the idea to create a motorcycle SUP rack. In true BOTE fashion, he wasn't designing just any old motorcycle SUP rack. He wanted to build it onto a Ural, you know, the Russian motorcycle famous for sidecars.

In this episode, you hear about the inner workings of the DarkRoom, BOTE's multi-layered prototyping playground for experimenting with advanced materials and production techniques, with DarkRoom Director, Pete Buzzelli. From sourcing a Ural from Harley Davidson dealer's personal collection to grinding and welding in the midst of shooting promotional footage, the crew turns inspiration into reality... and then gives it away.

COMING AT YOU DIRECT, FROM THE MIDDLE OF NOWHERE, TO THE CENTER OF EVERYWHERE.



Beneath the Surface
URAL



00:00 | 25:18

GIVEAWAY
GIVEAWAY
GIVEAWAY



SOAKIN' UP SUMMER

giveaway

JULY 1-11

CLICK [HERE](#) TO WIN THE GOODS
FROM YOUR FAVORITE BRANDS



hari mari



sensi graves swim

GEAR UP FOR FALL

giveaway

OCT 25-NOV 7

5 LIKE-MINDED BRANDS CAME TOGETHER
TO GIVE AWAY 1 PRIZE PACKAGE VALUED AT \$650.

THE GOALS WERE TO COLLECT EMAILS, GAIN INSTAGRAM FOLLOWERS, AND TO
GAIN AWARENESS ACROSS EACH OTHER'S AUDIENCES.



ASTRAL



WE REACHED

- POTENTIAL AUDIENCE: 300,000
- CAMPAIGN ENTRIES: 14,353
- UNIQUE ENTRANTS: 1,584
- EMAILS COLLECTED: 1,230

INSTAGRAM FOLLOWERS GAINED

- EXPLORER CHICK: 629
- SHOP YOUER: 581
- BEAR VAULT: 489
- ASTRAL: 499
- ANISH: 495

PRIZE PACKAGE

- EXPLORER CHICK ADVENTURE CO
 - \$200 GIFT CARD
- SHOP YOUER
 - \$160 GIFT CARD
- BEAR VAULT
 - 2 BV450S
- ASTRAL FOOTWEAR
 - 1 PAIR OF RAMBLERS
- ANISH
 - 1 BOOK

CO-BRANDED PROMOTIONS

- EMAIL
- INSTAGRAM
- FACEBOOK
- BLOG/WEBSITE

Deep Apparel Partners with Kenny Chesney to Support Ocean Habitat and Conservation

MAY 18, 2020 BY INTHEBITE EDITOR



Deep Apparel — Deep Apparel has joined up with country Superstar Kenny Chesney to raise awareness and dollars for Ocean Habitat and Conservation through his No Shoes Reefs project. Deep is adding a recycled fiber to the No Shoes Reefs T-Shirt via their new Eco line. We couldn't be happier or more fortunate to align with No Shoes Reefs.

It's a once in a lifetime opportunity to help make a difference for the future. We all share this passion for the ocean and are willing to do whatever we can to help preserve it. No Shoes Reefs recycled T-shirt is just the start" – Deep Team No Shoes Reefs is a grassroots project for Kenny Chesney that came to life one sunny day in Jacksonville,



Reef Ball Foundation

TRAVEL • SUSTAINABILITY

Create a Coral Reef at This Bahamas Resort Thanks to Kenny Chesney

You've always wanted to save the ocean, right?

By Jacqueline Cohen

PUBLISHED ON 03/15/2024 AT 11:11 PM

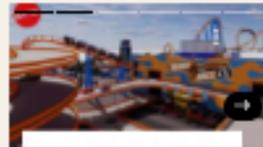
The waves smack you across your shoulders, but you're not going anywhere. The 5,000-pound-plus reef ball you're steering through the waters of Deadman's Reef, off the western coast of Grand Bahama, makes sure of it. It floats, though, and after a few minutes of swimming with the hollow beast, you and your team get to the right spot: a line of older reef balls that have already transformed into a self-sustaining coral reef. Once you deflate your floating device, your reef ball sinks and joins them, jumpstarting Mother Nature by 500 years.

Yesterday, you helped mold and build a reef ball. Today, you've just planted your first coral reef. Tomorrow, you'll transplant coral plugs onto the reef ball's surface by hand. And between all this eco-action, there will be plenty of rum punch, plenty of snorkeling, and plenty of Kenny Chesney in the background. He did help you become a reef warrior, after all.



Reef Ball Foundation

The first tourist-planted coral reef



Mattel's Brand New Theme Park



VIVALA

Celebrating 3 of Happy Feet!

UP TO **50% OFF**

SHOP NOW >