

# PRESS & VIDEO RELEASE ANNOUNCEMENT



## COLA<sub>NOW</sub>.ORG

### Clean Oceans Land Air Now

A Non-Profit Organization Educating the Public about  
Water Run-Off Pollution Prevention

Frank Lane – Executive Director 714-675-0110

You Can Help Save Our Rivers, Lakes, and Oceans with

*The Beach Boys - PSA Free Distribution- [Watch](#)*

---

---

**Michelle Leonard,  
Queen for the  
Environment says  
with *The Beach Boys*  
“You Can Stop Water  
Run-Off Pollution!”**



“It is amazing how our small group can impart big changes for a cleaner environment!” says Michelle Leonard (19), the Youth Director for this Public Service Announcement (PSA) aimed to educate the public about storm-water run-off pollution (runoff).

This PSA is being released in June as everyone hits polluted lakes, rivers and oceans. This vital PSA will help educate millions of people how they can be the solution to stop run-off pollution!” exclaims Michelle, a student at the University of California Santa Barbra and “Queen for the Environment.”

The idea to *Save the Oceans* came from attending **The Beach Boys** concert fundraiser for Cathedral Catholic High School, where Michelle was attending. Michelle was so moved by the goodness and fun that can come from such an event. That led to her uncle, Frank Lane a writer/director for non-profits and her mother Susan Leonard, a business event executive, to helping launch a campaign to save the polluted oceans, lakes, and rivers.

This passionate team rallied **The Beach Boys**, Universal Entertainment, a Harvard University Health Scientist Doctor, Environmental school teacher, video production crew, website designers, internet media managers and many others to create a PSA to educate the world about run-off pollution. This team was inspired by Margaret Mead’s life-shifting quote, “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

The Morton Family and especially their teenage son William were so moved by the mission they donated the seed capital that has now grown into a national media event; ***Help Save the Oceans with The Beach Boys***. This 60 second Public Service Announcement will be released to over 1,300 city websites and cable channels to educate the public about what not to put into our waterways, that pollutes the environment.

Steve Dickson of [www.DicksonSweeping.com](http://www.DicksonSweeping.com), one of the most concerned and experts in run-off pollution prevention contributed significant expert content on the vital role of street sweeping for pollution containment before it runs through our cities to the oceans.

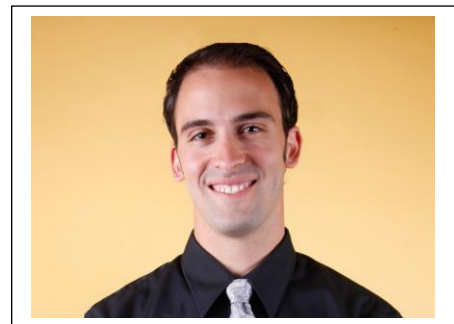
Dr. Shahir Masri, the video's star and voice-over talent is a **Harvard University Environmental Health Scientist**. Dr. Shahir is excited about the educational impact; the PSA will have for a cleaner environment. Along, with Susan Leonard boasting; "It was magic, the way all the pieces came together to create an exciting PSA that will help save the environment!"

All set to "***The Beach Boys***" classic hit music "Catch a Wave," this 60-second video PSA is ready to be placed on city websites and cable channels. The PSA can be viewed by clicking the link below: [https://youtu.be/BEU8FU\\_kQcs](https://youtu.be/BEU8FU_kQcs) or go to [www.COLAnow.org](http://www.COLAnow.org).

Run-off pollution is a financial burden for many cities and a real environmental problem. COLAnow.org is a non-profit dedicated to providing free PSA's to cities with the goal of educating the populace with simple steps to reduce run-off pollution.

Aside from street sweeping, the biggest factor in the reduction of runoff pollution is a citizenry that is aware of the issue and the simple steps to reduce the volume of pollutants in runoff. Pollutants may include animal waste, leaves, oil, pesticides like Roundup, fertilizers, paints, and many other chemicals that create a lethal cocktail of pollutants that flow from streams, rivers, and lakes dumping into our oceans.

***"Please remember to eliminate or dispose of pollutants properly. Even raking and bagging bacterial prone leave helps."*** Says Advocate and Consultant Dr. Shahir Masri, Sc.D., a Harvard University Environmental Health Scientist at [www.ToxicTalks.org](http://www.ToxicTalks.org)



**TO BROADCAST THIS FREE PSA, webmasters and cable program directors will utilize the Instructions below. Contact our Communications Manager, Michael Paulus at [Michael@COLAnow.org](mailto:Michael@COLAnow.org), 949-201-3271, for any questions in placement of this FREE PSA FOR YOUR CABLE, WEBSITE, AND SOCIAL MEDIA.**

The PSA's are being continually refreshed to keep citizens engaged and educated on the issues of pollution. Thank you for your attention to this important environmental concern and please do not hesitate to contact these **Possible Expert Interviewees:**

Frank Lane - Executive Director COLAnow.org

714-675-0110

[Frank@COLAnow.org](mailto:Frank@COLAnow.org)

Dr. Shahir Masri, Sc.D.

Harvard University Environmental Health Scientist

714-675-9792

[www.ToxicTalks.org](http://www.ToxicTalks.org)

[shahirmasri@mail.harvard.edu](mailto:shahirmasri@mail.harvard.edu)

Teri Osborne, M.A. - College Environmental Teacher

714-553-6615

[Terry.osborne@ca.rr.com](mailto:Terry.osborne@ca.rr.com)

Steve Dickson - President RF Dickson Company

562-923-5441

[www.DicksonSweeping.com](http://www.DicksonSweeping.com)

[Steve@DicksonSweeping.com](mailto:Steve@DicksonSweeping.com)

Michelle Leonard - College Student

COLAnow.org Youth Director

714-675-0110

[Michelle@COLAnow.org](mailto:Michelle@COLAnow.org)

## PSA – DOWNAD INSTRUCTIONS FOR YOUR WEBSITE, CABLE CHANNEL, and SOCIAL MEDIA (v8)

Dear Communications Director:

Thank you for your participation in the distribution of this important Public Service Announcement (PSA) to help educate the public on water run-off pollution prevention. Thanks again for being on the team for a cleaner environment.

For further information about placement of the PSA on your website, cable channel or social media please contact [Michael Paulus, Communications Manager 949-201-3272](mailto:Michael.Paulus@COLAnow.org) or Frank Lane, [Frank@COLAnow.org](mailto:Frank@COLAnow.org) 714-675-0110.

### Here are the links the program director and webmaster will need:

1. YouTube PSA Link: [https://youtu.be/BEU8FU\\_kQcs](https://youtu.be/BEU8FU_kQcs)  
The PSA can be embedded or played directly from YouTube
2. Please use this website link for access to the Home Page of **Clean Oceans Land Air Now** to help further educate the public on water run-off pollution:  
[www.COLAnow.org](http://www.COLAnow.org)
3. Please download this MPG file to broadcast on your cable channel:  
[https://www.dropbox.com/s/jq7ta7sf8mmjyrj/save%20our%20oceans%20psa\\_4-10-16.mov?dl=0](https://www.dropbox.com/s/jq7ta7sf8mmjyrj/save%20our%20oceans%20psa_4-10-16.mov?dl=0)  
Or the PSA can be mailed to you on a DVD, at your request.
4. Graphic Link: Webmasters may use this attached graphic (COLAnowGraphic.jpg) on your web page and size as appropriate. Link to this URL:  
[https://youtu.be/BEU8FU\\_kQcs](https://youtu.be/BEU8FU_kQcs)  
[Link the above URL to the graphic below:](#)

