

Coca-Cola Spends Day of Stewardship on Carson Beach

Thursday, June 28, 2018



On Saturday June 23rd staff from Coca-Cola of Northern New England joined Save the Harbor/Save the Bay in a day of service at the Department of Recreation and Conservation (DCR)'s Carson Beach. Coca-Cola employees spent the morning cleaning up the beach's shoreline, including Nick Martin of South Boston. Many brought along family members, getting their kids involved at a young age with beach preservation efforts.

“As a resident of South Boston, this clean-up day was even more meaningful to me than it otherwise would have been, and I know I can say the same for our associates and their families who pitched in. Coca-Cola has over 500 employees in greater Boston, and, just like everyone else, they enjoy

visiting area beaches with their families during the summer,” said Nick Martin, Director of Public Affairs and Communications for Coca-Cola of Northern New England. “Partnering with Save the Harbor/Save the Bay was a truly rewarding way to give back to the community that we’re fortunate enough to be a part of.”

The early morning volunteers collected litter and debris from along the entire shoreline and walkways for several hours. DCR staff supplied the team of over 20 people with trash pickers and garbage bags, and helped to haul away the bags once filled. The energetic team made it down the entire stretch of beach, clearing away numerous bagfuls of bottles, plastics, cigarette butts, and other litter.

“This beach is really a gem not only for Bostonians but for the region as a whole,” said Chris Mancini, Vice President of Operations and Programs at Save the Harbor/Save the Bay who led the group. “We have the cleanest urban beaches in American and Carson Beach is one of the cleanest in the region. We’re incredibly grateful to Coca-Cola of Northern New England for their partnership in helping to preserve and protect this resource for everyone to enjoy.”

Carson Beach has had excellent water quality results in the past five years. The most recent tests show that Carson Beach water samples met swimming standards 100% of the time. Efforts like those from the beach cleanup crew help to keep Carson Beach healthy and safe.

This stewardship effort comes right as the summer season begins in earnest, and after a particularly tough winter. Beaches up and down the coast have faced a daunting task in preparing for visitors, and Carson Beach was no exception. Due to the efforts of DCR and volunteers such as Coca-Cola and Save the Harbor, however, Carson Beach is ready for the thousands of people that will come to soak up the sun and swim in the waves this summer.

