



4ocean™

Media Kit

Designed by: Abigail O'Branovich
June 2023

Section I: Analysis

4Ocean Summary

Established in 2017, 4Ocean is an environmentally conscious company that primarily specializes in making bracelets along with other sustainable single-use products, all contributing to their “pull a pound” motto. 4Ocean was founded by two friends, Alex Schulze and Andrew Cooper after being inspired by a surf trip they had when visiting Bali. They are dedicated to “end the ocean plastic crisis.” So far, the ocean cleanup brand has removed 29,360,528 pounds of trash from the world’s ocean’s rivers, and coastlines. They have now expanded to 12 locations globally (including Indonesia and Guatemala), around 200 crew members, and 17 vessels to pursue their goal of “One Ocean. One Mission.” 4Ocean is a Public Benefit Corporation and Certified B Corp, and all their recycled materials are GreenCircle Verified. They have also partnered with various organizations like Ocean Conservatory and SeaTrees to continue these efforts.

Current Situation Analysis

4Ocean is a standout among all other competitors in the ocean conservation and sustainability market. They are reportedly the only one who gives live updates and keeps their audience informed and involved in their cleanup process – which in turn has garnered endless support and growth for the company. All of 4Ocean’s bracelets certainly convey the message of sustainability as they are made from recycled plastic cords and glass beads they collect on ocean clean up missions. While 4Ocean continues to work towards removing all of the trash and plastic that currently inhibits the world’s ocean’s, there are still some things they can do to improve their mission.

4Ocean is partnered with countless organizations to promote sustainability and ocean conservation, like SeaTrees and Ocean Conservation (among others). These partnerships have been brought to light through bracelet collaborations and support through donations. However, this seems to be the only use and attention 4Ocean is benefitting from these partnerships. It appears that there seems to be a lack of knowledge surrounding ocean conservation. So if hired, I feel it beneficial to push an education program that can be funded and promoted through these partnerships as it strongly follows the format and goals of 4Ocean’s ideals.

Solutions and Programs

4Ocean has already started, in some outlets, an [Educational and Awareness](#) playlist on their YouTube and have incorporated younger faces like model Olivia Ponton and to try and reach a younger demographic. However, while this is effective on some levels, it only reaches those who find their YouTube and locate that specific playlist... What I propose is a program that is installed or created – this could be in schools or just in general, but one that serves as an educational outlet for those who want to learn more about ocean conservation, what 4Ocean is truly working towards, and how they can get involved and be an active participant in the process.

Single Overriding Communication Objective

4Ocean is consistently working towards a new sustainable tomorrow for ocean conservation — while educating and reminding everyone they can be active members in ending the ocean plastic crisis at the same time.

The following documents enclosed showcase how I, if given the opportunity, would continue the work 4Ocean has started, and promote not only their strong dedication to ocean conservation but also push an educational program that further grows their existing partnerships.

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Section II: Defending the Enclosed

Enclosed are the following documents:

1. **News Release**, “*4Ocean Releases Their June Bracelet of the Month*”. Digital Release.
 - a. Cision PR Newswire
 - b. The News Release is written and intended to inform readers about the latest bracelet of the month (in this case, June), which supports Green Sea Turtles and continues 4Ocean’s bracelet of the month tradition.
 - c. The outcome of this can be anticipated social media posts, new brand ambassadors, and an increase in bracelet sales.
2. **Fact Sheet**, “*4Ocean Releases Their June Bracelet of the Month*”. Digital Release.
 - a. Cision PR Newswire
 - b. This document gives the what, who, where, and when, of the bracelet launch – along with information supporting why ocean conservation is important to the 4Ocean brand.
 - c. The fact sheet supports the information provided in the News Release, along with offering other specific details of the bracelet launch.
3. **Biographer**, “*Alex Schulze and Andrew Cooper*,” Digital Release.
 - a. 4Ocean Blog
 - b. The Biographer highlights Alex Schulze and Andrew Cooper, the two co-founders of 4Ocean, their motivation for starting the company, and the growth that has occurred since their establishment in 2017.
 - c. This piece of the supplement kit will be published on the 4Ocean Blog and will act as a way for those already interested in the brand to get to know the co-founders on a more personal level.
4. **Media Advisory**, “*4Ocean Launches the ‘BeBot’ to Assist in Beach Cleanups*.” Digital Release.
 - a. WIRED, TechCrunch, National Geographic, (Kids)
 - b. This Media Advisory showcases an event that also has an interactive component — which emphasizes the educational angle we are trying to push.
 - c. This piece can be written in many different ways to attract different audiences – one can attract tech companies to support the business venture, but can also be written for a National Geographic Kids, to showcase a robot assisting in beach cleanup (which continues the educational component.)
5. **Feature Story**, “*5 Places you Can Shop to Contribute in Ocean Conservation*.” Digital Release.
 - a. EcoFreek Blog - Viktorija Zenkova, +1-713-903-8262
 - b. This Feature story, as told by the title, highlights places readers can shop to contribute to ocean conservation.
 - c. The goal of this publication is to show how companies who participate in and partner with ocean conservation. The piece will show them simple ways they can continue to be an active supporter by getting their groceries from select places or shopping locally to support other brands (and in turn, ocean conservation).

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NEWS RELEASE

FOR IMMEDIATE RELEASE

June 10, 2023

O'Branovich

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Cision PR Newswire

4Ocean Releases Their June Bracelet of the Month

Learn how a bracelet can help save sea turtles.

BOCA RATON, Fla., June 5, 2023 — This month, 4Ocean has continued their monthly tradition by releasing their June [“bracelet of the month”](#). This limited edition bracelet is only available for the month of June, and is designed to help save the Green Sea Turtles, while continuing 4Ocean’s mission of cleaning up the world’s oceans, rivers, and coastlines. Their [“pull a pound”](#) motto states that for every bracelet purchased, you remove 1 pound of trash from many of the world’s vital water sources.

The June bracelet is made from 100% recycled 4Ocean plastic cords and 95% post-consumer recycled glass beads, which are made and collected from their cleanups across the globe. They are handcrafted by the local artisans and the recycled materials produced are verified by [GreenCircle Certified](#), all designed to raise awareness and about the impact on plastic pollution on marine wildlife. The monthly bracelet tradition began in 2017, when 4Ocean first began their ocean cleanup project.

Back in 2021, 4Ocean partnered with the non-profit [SeaTrees](#) to “protect and restore blue-carbon ecosystems like kelp and mangrove forests, coral reefs, and coastal watersheds,” according to their website. In addition, the company donated \$1 to their partner for every bracelet that was sold. So far, the two collaboratively have planted over 18,000 mangroves and restored close to 5,000 square feet of kelp forests.

4Ocean was started when two college friends, Alex Schulze and Andrew Cooper took a surfing trip to Bali, Indonesia shortly after they graduated. Growing up in Florida, they *thrived* off the ocean’s playground, so it humbled them when they learned about the severity of the world’s plastic crisis – not only the impact it had on marine life, but on the communities and people relying on it. Today, 4Ocean has 12 locations globally, around 200 crew members, and 17 vessels to [pursue their goals](#) – partnering with local fishermen and full-time captains and crews to do so.

4Ocean was founded on the principles of restoring the Earth’s natural life and making it a sustainable place for people to inhabit longer. They are motivated by the [“clean ocean movement”](#) which reinforces that their efforts are not about making the world a prettier place – it never has been. While that does come as a benefit, the main causes of the “clean ocean movement” is to protect, maintain, and restore the world and our oceans into what it once was.

“If we want to turn off the tap on the amount of plastic, it’s up to us to start the conversation, reduce the amount of plastic that’s entering into the ocean, and just celebrate a most sustainable future,” co-founder and CEO Alex Schulze said.

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About 4Ocean:

4Ocean is a for-profit ocean cleanup company based in Boca Raton, Florida that is dedicated to preserving our Earth’s sustainability by ending the ocean plastic crisis. They provide bracelets produced from the recycled materials they collect on their ‘global cleanup operations,’ to provide conversation starters to those who care about the environment. Since 2017, they have removed 28,275,278 pounds of trash from the world’s oceans, rivers, and coastlines – this number increases daily with all the

work they do. 4Ocean is also a Public Benefit Corporation and Certified B Corp, which allows them to continue the work they hope to someday not have. For more information, visit www.4ocean.com or visit their [YouTube](#).



Fact Sheet

FOR IMMEDIATE RELEASE

June 10, 2023

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4Ocean Releases Their June Bracelet of the Month

WHAT

- 4Ocean released their [bracelet of the month](#) for the month of June, which is designed to support the Green Sea Turtles. All 4Ocean bracelets are handcrafted by various local artisans (Guatemala, China, Bali, etc.) from recycled plastic cords and glass beads, which are made and collected from 4Ocean's cleanups across the globe.
 - The recycled materials produced are verified by [GreenCircle Certified](#).
- Proceeds from each purchase will go towards their "[pull a pound](#)" motto – for every bracelet purchased, consumers remove 1 pound of trash from the world's ocean, rivers, and coastlines.
- The limited edition monthly bracelets started as a tradition in 2017, back when 4Ocean was first founded.

WHO

- 4Ocean is an ocean clean up company which creates bracelets that act as conversation starters to encourage those to protect their environment.
 - They participate in global ocean cleanups, and work with various non-profits to spread ocean awareness.
- The company was founded by two surfers, Alex Schulze and Andrew Cooper.
- 4Ocean is a Public Benefit Corporation and Certified B Corp.

WHEN

- The bracelet was released at the beginning of June 2023.

WHERE

- 4Ocean is headquartered in Boca Raton, FL, but has 12 locations globally including Indonesia and Guatemala.
- 4Ocean's bracelets are found in many stores across America, Europe, and Australia.
 - They also function off on an online retail [website](#).
- The monthly bracelet was announced on their website and [social media pages](#).

WHY

- 4Ocean releases monthly bracelets to support a chosen marine wildlife creature for that month, as well as to actively show their audience the cause they are supporting and remind them they are members of environmental conservation.
- The company is motivated by the "clean ocean movement," to protect and restore our oceans – making it sustainable for a longer lifetime.

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Biographer

FOR IMMEDIATE RELEASE

June 21 , 2023

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Alex Schulze and Andrew Cooper

Alex Schulze and Andrew Copper founded 4Ocean, a for-profit ocean clean up company dedicated to protecting and preserving our oceans, in January of 2017. Schulze serves as CEO on their board of directors.

The two surfers both grew up in Florida, though in different areas – Schulze in Marco Island and Cooper in Orlando. It was during this time that they cultured their love for the ocean by becoming licensed sea captains and running fishing charters. Schulze and Cooper earned their Bachelor's degrees from Florida Atlantic University in 2014.

In the summer of 2015, Schulze and Cooper embarked on a surf trip to Bali, Indonesia. When they arrived, they found that the beaches were blanketed in trash and plastics. This led them to understand the reality of the ocean plastic crisis – and the impact it has not only on marine life, but the communities living near and relying on the ocean to live. Schulze and Cooper began working with local fishermen about the impact and realized they could work with captains and crew to remove the ocean's waste.

Schulze and Cooper created 4Ocean on their flight home, deciding a bracelet was the best “physical reminder” to spark conversions and encourage one to make ocean-minded choices. They created 4Ocean in the hopes to live by the “clean ocean movement,” which supports the ideals of cleaning up the ocean to promote a more sustainable life, not for aesthetics. As of today, Schulze and Copper have removed 28,275,278 pounds of trash from all oceans, rivers, and coastlines. They have now expanded to 12 locations globally (including Indonesia and Guatemala), around 200 crew members, and 17 vessels to pursue their goal of “**One Ocean. One Mission.**”

Schulze and Cooper have worked to become a Public Benefit Corporation and Certified B Corp, and all their recycled materials are GreenCircle Verified. They have also partnered with various organizations like Ocean Conservatory and SeaTrees to continue these efforts. The two co-founders have accumulated a net worth of \$20 million.

Schulze and Copper have traveled the world for freediving, scuba diving, and surfing in many places such as Costa Rica, Panama, Nicaragua, and Indonesia. When they are not working to remove the oceans' plastics and waste, Schulze can be found with his wife and planning for their first child, while Cooper can be found posting fun videos of his dog Koji or surfing.

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Media Advisory

FOR IMMEDIATE RELEASE

July 5, 2023

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4Ocean Launches the “BeBot” to Assist in Beach Cleanups

WHAT: 4Ocean is collaborating with Poralu Marine, to launch a new solar powered robot, called the BeBot, that is set to be an eco-friendly “assistant” to beach cleanups. The BeBot is designed to pick up and sift through plastics at a depth of 4 inches and can lift beach chairs – all while being controlled by an operator at a distance of almost 950 feet. There will be a live demonstration of the new technology in which CEO and co-founders, Alex Schulze and Andrew Cooper, will both be giving live demonstrations on a beach by their Florida headquarters.

WHO: The following people will be in attendance and lead the demonstration:

- Alex Schulze, 4Ocean’s CEO and co-founder: Schulze will say a few words as to why the BeBot is important to ending the ocean-plastic crisis.
- Andrew Cooper, 4Ocean’s co-founder: Cooper will provide a brief demonstration of the BeBot and ask for a volunteer to try out the controller.
- Laurent Gasiglia, Poralu Marine’s CEO: Gasiglia will say a few words on collaborating with 4Ocean and their new venture with the BeBot.

WHERE: The demonstration will be held at Highland Beach at lifeguard tower 4. There will be a reception at the 4Ocean headquarters afterwards. The headquarters is located at 6560 W Rodgers Circle Suite 19, Boca Raton Florida 33487. 4Ocean will have a tent at Highland beach for media and press to set up and store equipment so they have optimal space to capture content.

WHEN: The live demonstration will be held at Highland Beach at lifeguard tower 4 on Sunday, May 5 at 12 p.m. and will last approximately an hour. The reception will be held shortly after around 2 p.m. in a conference room at their headquarters.

HOW: Access to the technology launch will be required though a media press pass which can be acquired through the link [here](#). Media will present their badge at the entrance and go to the tent provided to set up equipment. During the reception, there will be a time to conduct short interviews and a closer look at the BeBot will be provided.

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5 Places You Can Shop to Contribute in Ocean Conservation

Written by: Abigail O'Branovich

Close your eyes and picture your world and the ocean surrounding it. Chances are you pictured one that is vast, blue, and deep – are far as the eyes can see. **Now open.** Imagine looking out onto a sea of trash, possibly some that you unconsciously contributed to, with specks of the ocean *just* peeking through.

The ocean has sadly become a vessel for all things trash, recycling – instead of it being properly disposed of. This blanket of pollution has not only aged the once beautiful waters, but also has affected its inhabitants and those who rely on the ocean's water for a source of life.

To put this into perspective: there are 5.25 trillion pieces of plastic waste estimated to be in our oceans. An estimated 8 million tons of it enters our oceans every year. By 2025, the pollution of fish will be outnumbered by the plastic residing in these waters. 100 million marine animals die each year from plastic waste products alone. And if that isn't concerning, the majority of fish that we choose to consume, (from trout, tuna, perch, cisco, etc.) they would have ingested those plastics and microfibers. At this rate, by the end of the century, our waters will be 150% **more acidic** than they are now.

Pollution has taken over the world in many areas – specifically in third-world countries. This epidemic has affected so many people's lives and those around them, not only their health, but their way of being. Luckily, there are many companies, from your local supermarket to ones making bracelets and clothing, all dedicated to conserving our oceans.

Whole Foods

To most, Whole Foods is known as the superfoods giant that is dedicated to only selling products free from artificial ingredients and only those that will make you feel your best self. In addition, they frequently hold and participate in events related to ocean conservation. Whole Foods has a long standing relationship with the [Nature Conservatory](#) and the [Marine Stewardship Council](#).

TOMS

TOMS's [Animal Initiative](#) is a program that partners with non-profit animal conservatories to raise money and awareness about specific endangered species with each new collection they release. Additionally, the Animal Initiative works closely with [TOM's One-for-One campaign](#) – designed to raise awareness and support for global animal protection and unsustainable fishing practices. According to their website, for each product purchased through the Animal Initiative collection, TOMS will help a person in need, 'One for One.'

Boxed Water

[Boxed Water](#) is a sustainable and renewable water company which produces water “cartons,” made of 92% plant-based and renewable materials. Started in 2009, they were the first in the market to offer sustainable alternatives to plastic water bottles. All of their cartons are 100% recyclable, refillable, and

BPA free. Boxed Water is a member of the 1% of the Planet and also a partner of the [National Forest](#) and [Ocean Blue Project](#). Because of their dedication to the planet, they have planted over 1 million trees and have worked to clean beaches from Coast to Coast.

United by Blue

[United by Blue](#), is a company that holds a promise like 4Ocean – they will remove a pound of trash for waterways with every product purchased. All of their products are made from sustainable materials. They produce a variety of products from clothing, travel bags, and even sustainable utensils for camping! As of last year, United by Blue has removed 672,774 pounds of trash.

4Ocean

4Ocean, founded by surfers Alex Cooper and Andrew Shultz, is a company that makes bracelets 100% from recycled plastic they collect on their ocean cleanup missions. 90% of the worldwide ocean debris comes from just 10 rivers alone. So, 4Ocean promised that with every bracelet purchased, you remove a pound of trash from all oceans, rivers, and coastlines. 4Ocean works with many nonprofits and the [Ocean Conservatory](#), working every day to end the ocean plastic crisis. As of today, they have removed 28,685,488 pounds of trash.

Ocean conservation has become a large part of the sustainability mission today. Companies like these make this only more of a reality when they begin to involve their products and those who wear it – making it a larger conversation and turning those purchases into actions.

Now, close your eyes once again and re-imagine your ocean. **Now open.** See the possibility in front of you. We can all participate and work to create a more sustainable and long-lasting planet – not only for ourselves but for others and those to come. Making small changes to shop at places like these is a small step towards making the world a sustainable place

For more information and articles on sustainability, visit ecofreek.com

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