



# News Release

## Coastal Conservation Association

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### Costa Sunglasses Partying for the Fish

*Sunglass manufacturer hosts college event to benefit Coastal Conservation Association*

**MOBILE, AL** - What happens when you bring together a couple of good bands, a cool sunglasses company, a few thousand college students and a great cause? You get a wildly successful Party with A Purpose hosted by Costa Sunglasses that raised more than \$24,000 for Gulf habitat restoration in the wake of last summer's oil spill.

For the third year in a row, Costa Sunglasses organized its U. of Blue Greekfest event on the University of Alabama campus in Tuscaloosa. The event, labeled as "A Party with A Purpose," brought together the Interfraternity and Panhellenic councils to put on an extraordinary student-tailored concert event in August 2010, and this year the proceeds were dedicated to marine conservation.

"This particular event was part of our college program that we've had for years. Each event is designed to raise money for a particular cause and with everything that happened in the Gulf this summer, it was a natural fit for this event to donate all the proceeds to Coastal Conservation Association Alabama," said Nicole Ralston, marketing manager for Costa Sunglasses.

In previous years, Costa's U. of Blue program has hosted several smaller events at different locations, but this year organizers decided to throw one huge event and the results exceeded everyone's expectations.

"It was just amazing. More than 8,000 students attended the event this year, which is by far the largest crowd we have ever had," Ralston said. "Without a purpose, it's just another party, so it's clear that the health of the Gulf of Mexico means something to young people today. There is a great deal of concern there, and we are just glad we were able to partner with the University of Alabama to direct these funds to an organization that is committed to working towards a better future for the Gulf."

CCA Alabama chairman Edwin Lamberth said that since the beginning of the Deepwater Horizon disaster, CCA's Building Conservation Habitat Program has been evaluating habitat restoration projects that would help restore impacted areas of the coastal environment.

"Alabama's anglers have a long history of giving back to the resources that we all cherish," he said. "We will be applying that experience to find partners and organize our members so that we can leverage this donation into a truly meaningful habitat project that will show a good return on the incredible generosity of Costa and the students at the University of Alabama."

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**Coastal Conservation Association** is the largest marine resource conservation group of its kind in the nation. With almost 100,000 members in 17 state chapters, CCA has been active in state, national and international fisheries management issues since 1977. [www.JoinCCA.org](http://www.JoinCCA.org)

**Costa Sunglasses** - As the leading manufacturer of the world's clearest polarized performance sunglasses, Costa offers superior lens technology and unparalleled fit and durability. Still handcrafted today in Florida, Costa creates what has been referred to as the highest quality, best performing sunglasses on the planet for outdoor enthusiasts. For Costa, conservation is all about sustainable fishing. Costa works with partners around the world to help increase awareness and influence policy so that both the fish and fishermen of tomorrow will have healthy waters to enjoy. Costa encourages others to help in any way they can. Costa began their U. of Blue College Tour in 2004.

[www.costadelmar.com](http://www.costadelmar.com) [www.facebook.com/costasunglasses](http://www.facebook.com/costasunglasses)



***Costa U. of Blue Greekfest 2010 – Party for the Fish!***

*The University of Alabama Greekfest Committee and Costa Sunglasses partnered up to host the Costa U. of Blue Greekfest event on the Alabama campus in August 2010. All proceeds from the party and concert – more than \$24,000 – was donated to Coastal Conservation Association Alabama to help restore Gulf Coast habitat impacted by the oil spill this summer.*