

## CSR activity Instagram caption

Plastic is everywhere—even polluting our beaches and oceans. We’re teaming up with our friends (brand name) this Saturday at (brand name) to clean plastic off our shores, and you’re invited.

From cigarette butts to plastic bottles and straws, more than 60% of beach litter is plastic—and every year 13 million tons of it enters our oceans. Last year for our annual Black Friday Fund we donated to Surfrider to help clean up 20,000 pounds of plastic off our beaches. Join us on to help clean up even more, and for every volunteer who joins us IRL we’re donating \$10 in their name.

Check out our story for more information on the plastic pollution crisis and how you can get involved in a beach cleanup with us.

SAMPLE