

# Media Release



FOR IMMEDIATE RELEASE

9/11/2015

## **#SaveTheHoodie and win** *Monthly 'hoodies for hoodies' and surf package up for grabs*

Local businesses Go Ride a Wave (GRAW) and Ghanda Clothing Torquay have thrown support behind this year's #SaveTheHoodie campaign in an effort to encourage beachgoers to support the survival of a threatened local species.

Threatened Hooded Plovers nest on local beaches between September and May each year, and beachgoers are being urged to give chicks space and keep dogs out of breeding zones.

The Great Ocean Road Coast Committee (GORCC) is encouraging everyone to spread the word, with those who share the official 'Hamish the Hoodie' image on social media with the hashtag #SaveTheHoodie going in the draw for great prizes.

Ghanda has donated 'Hoodies for Hoodies', with one hoodie to be won every month, while one lucky winner will receive the grand prize – a full length 3/2 Quiksilver wetsuit and learn to surf 5 lesson package donated by GRAW.

This year's campaign follows a successful breeding season in 2014-2015, where a record 6 chicks fledged on GORCC-managed land compared to an average of only 1.5 chicks per year since 2010.

GORCC Community Liaison Manager Jane Lovejoy said the success of last year's Save the Hoodie awareness campaign was encouraging, and praised beachgoers for their efforts last season.

"While we have only had 12 chicks survive on the Surf Coast since 2010, six of those were in last season alone, and we are very appreciative of the overwhelmingly positive response the campaign has received so far.

"The 2014-2015 breeding season saw notable changes to dog-owner behaviour, and widespread evidence of strong community and stakeholder support.

"The competition aims to remind everyone that beaches are home to our local fauna as well, and that we can all take small steps to support chick survival," she said.

The Save the Hoodie campaign supports intensive on ground efforts by the GORCC Conservation Team and dedicated Friends of the Hooded Plover Surf Coast Volunteers, as well as Bird Life Australia and other partners.

"Last breeding season our conservation team members and the local volunteers spent an estimated 1800 hours protecting Hoodie parents, nests, eggs and chicks – a monumental effort," said Ms Lovejoy.

- Ends -

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***Caring for the coast and community***

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## COMPETITION DETAILS

### #SAVETHEHOODIE & WIN

- *Hoodies for hoodies: 1 x hoodie given away every month donated by Ghanda Torquay.*
- *The grand prize: 5 Lesson Learn to Surf Package + a full length 3/2 Quiksilver wetsuit donated by Go Ride A Wave.*

### HOW TO ENTER:

1. Head to Facebook, Twitter or Instagram.
2. Like/follow Save the Hoodie
3. Find and share the official 'Hamish the Hoodie' image with the hashtag #savethehoodie

*COMPETITION CLOSSES 30 APRIL 2016*

### FOR MEDIA ENQUIRIES PLEASE CONTACT:

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