



## News Release

### For Immediate Release

May 28, 2019

### Clean Gulf Associates “Embrace the Gulf” with the Gulf of Mexico Alliance

Ocean Springs, MS – The Gulf of Mexico Alliance (Alliance) is pleased to announce that Clean Gulf Associates, Inc. (Clean Gulf) is the newest member of the Gulf Star Program. They are a not for profit cooperative that provides expert support in the mitigation of marine incidents and protecting natural resources. Clean Gulf is joining the Alliance’s Gulf Star partnership to support the Alliance’s campaign, “Embrace the Gulf 2020,” to positivelyurces ates, region, and nationGRather than focus on communities, st hurricanes and oil spills, the Alliance conceived the “Embrace the Gulf 2020” campaign to highlight the vitality of the region. The campaign provides those who live, work, and play along the Gulf coast an opportunity to showcase all the region’s strengths. Clean Gulf will play a crucial role by underpinning the social media marketing necessary to spread the campaign.

“In today’s digital world, nearly everyone gets their information from the internet. Many, especially younger generations, are connecting on all levels through social media. Clean Gulf’s support is crucial for the positive messaging about the Gulf of Mexico through these channels,” said Laura Bowie, the Alliance’s Executive Director.

Alliance partners in the five Gulf states are in the planning stages of events and activities designed to celebrate the Gulf. Clean Gulf has a network of members who provide a new avenue and opportunity to “Embrace the Gulf of Mexico in 2020.”

“We are thrilled to be a part of the 2020 Embrace the Gulf Campaign that promotes the economic and environmental vitality of the region and aligns perfectly with our mission to protect the Gulf of Mexico for the benefit of all who either use the Gulf of Mexico to make a living or for those who enjoy its

**About the Gulf of Mexico Alliance:** The Gulf of Mexico Alliance recognizes the economy and quality of life for citizens of the Gulf are linked to its ecological health. As the result of a shared vision for a healthy and resilient Gulf of Mexico region, the states of Alabama, Florida, Louisiana, Mississippi and Texas formalized the Alliance in 2004. A not for profit organization, the Alliance's mission is to enhance the ecological and economic health of the Gulf region by encouraging collaboration among government agencies, businesses, education providers and non governmental organizations. Priority issues addressed by the Alliance include water resources, habitat resources, community resilience, data and monitoring, wildlife and fisheries, and education and engagement. To learn more about the Gulf of Mexico Alliance, visit [www.gulfofmexicoalliance.org](http://www.gulfofmexicoalliance.org).

**About the Clean Gulf Associates** Clean Gulf Associates, Inc. (CGA) is a not for profit oil spill response cooperative dedicated to the Gulf of Mexico's exploration and production (E&P) industry as well as the public it serves, which provides continuous coverage, state of the art equipment, and expert personnel to assist our members in mitigating marine incidents and protecting the natural ecosystems. Our current membership consist of over 90 major and small independent companies, making the association one of North America's largest oil spill cooperatives by membership. For more information visit the website at [www.deangulfassoc.com](http://www.deangulfassoc.com).

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