

Campaign Overview

Why #YESToBeaches



#YESToBeaches

Your voice makes a difference. You don't need to be an expert. You don't need to know the legislation by name. You just need to say: I care about this, and I'm paying attention.

Most members of Congress don't hear from their constituents about beach funding. That silence is read as indifference, which leads to project cuts when budgets get tight. But Congress listens when constituents show up.

Summer is our best opportunity to demonstrate public support for America's beaches. That's why the American Coastal Coalition and its members are leading a coordinated, national advocacy campaign called **#YESToBeaches**, highlighting the economic, environmental and social benefits of federal investment in the Nation's beaches.

We'll be showcasing [Member Spotlights](#), sharing coastal facts and collecting signatures on a [petition](#) that we'll deliver to Capitol Hill in the Fall.

America's beaches belong to all of us. They are where many of our best memories are shared and where millions of us live, work and relax. Our Nation's federal beach nourishment program is one of the most cost-effective disaster prevention tools the government has. Every dollar spent building beaches saves thousands of dollars in storm damages, emergency response, and infrastructure repairs.

When thousands of Americans sign a petition, call their representatives, and post on social media at the same time all summer long, it changes the conversation. It turns a niche policy issue into a national priority.

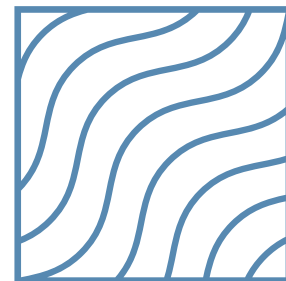
Beaches are smart fiscal policy. Let's make sure Congress knows it.

[SIGN OUR PETITION](#)

[BECOME A MEMBER](#)

americancoastalcoalition.org

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OUR BEACHES ARE DISAPPEARING

With rising sea levels, sediment loss, & increasing storm surge, **we could lose 50% of all beaches by 2100**

PROMOTING COASTAL RESILIENCE

Beaches & dunes protect people and infrastructure from the increasing threat of hurricanes, storm surges, and sea level rise

ECONOMIC IMPORTANCE

Coastal communities provide **\$10 trillion** to the US economy in goods and services. **Every \$1 spent on beach renourishment generates \$4,600 in economic return**

SOCIAL IMPORTANCE

Beaches support small businesses, protect local people, and are loved by visitors across the country. Nature, especially the ocean, is proven to improve mental health!

ENVIRONMENTAL IMPORTANCE

Beaches are nature-based solutions that also provide essential habitat to migratory birds and other coastal creatures

