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CONTACT:

JULIETTE HARRIS
(310) 577 1122

NICK CARTER CATERS TO COASTAL CLEANUP
The Backstreet Boy helps beaches breathe and educates his fans on pollution

(Los Angeles, CA) Monday September 20th, 2005 – **Nick Carter** joined forces with the non-profit organization **Heal the Bay** to fight for continuous improvement of Southern California’s coastal environment, a cause close to his heart, by visiting the Santa Monica aquarium. Like many people, Nick uses the ocean as a respite from his hectic schedule. When not recording or touring, he enjoys surfing, sailing, boating and diving. He commented: “This is such a small effort to give back to the ocean which has given me such great pleasures all my life. I am thrilled to do my part.”

As part of his efforts in support of the coastal cleanups among LA County beaches and waterways, Nick toured the Santa Monica aquarium to learn more about the ocean and the problems of pollution. “When I found out that a plastic bottle takes 450 years to deteriorate, and a balloon (which many animals attempt to eat and die because it looks like a jellyfish) takes up to 50 years to do the same, I was shocked! I also didn’t realize that all the trash that people throw down drains end up in our oceans, so cups and cigarette butts all the way from Hollywood litter our beaches!”

In addition, a pair of **celebrity-signed sneakers**, designed exclusively by Dada Footwear featuring the Heal the Bay logo, was auctioned off on eBay. Autographed by Nick, together with a host of celebrities including Cindy Crawford, Leonardo DiCaprio, Xzibit, Tobey Maguire and fellow Backstreet Boy A.J. McLean, the shoe was sold on Monday.

Nick has promised to make educating people on pollution and the environment a priority in his everyday life! Stay tuned for how he plans to fight for our beaches and environment by investigating opportunities to lend his support nationally.

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For media information and photography please contact Juliette Harris at “it” girl pr on (310) 577 1122.

Juliette Harris: Juliette@itgirlpublicrelations.com

Notes to Editor:

About Nick Carter:

Nick Carter is taking his career to new levels. The blonde-haired, blue-eyed heartthrob from the Backstreet Boys is currently on tour with the group, having made his acting debut. Nick has practically grown up on stage in front of millions of adoring fans and has now matured by degrees, which is reflected in his vocals. He has experienced success both as a member of the Backstreet Boys - who have sold 60 million albums - and also as a solo artist.

About Heal the Bay:

For 20 years, Heal the Bay has made Southern California waters safer and healthier for people and marine life through a unique approach that combines science, advocacy, education and fun. As one of the largest non-profit environmental organizations in Los Angeles County, with over 10,000 members, Heal the Bay inspires environmental stewardship by educating communities and individuals about ways to transform their neighborhoods and improve their local water quality.

The Signed Shoe Auction:

Nick Carter, AJ McLean, Leonardo Di Caprio, Xzibit, Tobey Maguire, Cindy Crawford, Martin Short, Garry Marshall, Joel Silver, Wendie Malick, Laird Hamilton, Gabrielle Reece, Julia Louis-Dreyfus and Kenny G signed the shoes designed by Dada footwear exclusively for Heal the Bay's 20th anniversary. The limited edition line which features the Heal the Bay logo will be sold for \$59.99 from www.DadaFootwear.com with 100% of the profits going to support Heal the Bay programs.

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