



**Wild
Amelia**

KEEP NASSAU BEAUTIFUL

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FOR IMMEDIATE RELEASE

SANDCASTLE SMASHING AT MAIN BEACH SAVES TURTLES

Fernandina Beach, FLA., April 3, 2025 – Keep Nassau Beautiful and local graduate student Rhin James are sponsoring “The Last Castle on the Beach” Saturday, April 26th 10am-6pm at the Main Beach Volleyball Courts. International artists Andy Gertler from the Sand Masters TV show and Sue Beatrice of Sand Sculpt USA, as well as our own local sculptor, Jenn Cook, will be creating a large “turtle conservation” themed sand sculpture at the volleyball courts.

Several preservation groups will have booths at the event providing educational materials for participants throughout the day. At 5:00pm, attendees will have the opportunity to take photos with the finished sculpture. The grand finale of the day will occur after the picture taking, when the public will be encouraged to join in and “smash” or level out the sculpture. Flattening the sculpture will demonstrate the importance of beach safety for sea turtles during the nesting season, which begins May 1st.

Sandcastles, holes, moats, and even beach equipment, like chairs and umbrellas, can create obstacles for sea turtles searching for nesting sites. In addition, these obstacles can create traps for hatchlings, hindering their ability to reach the ocean. “The Last Castle on the Beach” is not only a fun visual experience watching the professional construction of a sand sculpture but also an educational experience showing the public the importance of creating a safe environment for nesting turtles and their hatchlings.

Sponsors for the program include Amelia Clay Guild, Atlantic Contemporary, Island Art Association, Jotkoff Financial Group, Saylors Accounting and Tax, Scuba Station, Surfings’s Evolution & Preservation Foundation. For more information, <https://keepnassaubeautiful.org/events/event/last-castle-on-the-beach/>.

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For over 30 years, Keep Nassau Beautiful has been dedicated to conservation, sustainability, and beautification efforts in Nassau County, Florida. Through its flagship programs—including Wild Amelia, Planting Nassau's Future, and Gardens of Amelia —Keep Nassau Beautiful educates, engages, and activates residents and visitors to protect the natural environment, reduce litter and waste, and expand and preserve the local tree canopy. Recognized with numerous state and local awards, in 2024, the organization collected and properly disposed of over 84 tons of waste, planted over 800 trees, and educated over 7,000 individuals. To learn how to contribute to the work of Keep Nassau Beautiful visit www.keepnassaubeautiful.org.



2025 The Last Sandcastle on the Beach