We all know that in order to let people become aware of a product, brand, or organization, it must be advertised. Any brand that strives to be successful needs to have an active plan that will get the word out to their audiences. Beach Buddies has done this by working with various resorts in the area to get them on board with promoting our cause by renting out the beach chairs, umbrellas, and appropriate recycle/trash bins with our logo on them to their customers. By doing this, it will allow the organization and resorts to use some of the proceeds made from rentals to organize events and cleanups as a way to encourage people to recycle. This will in turn let people know that this is not just the effort of a small group but also that of an entire community.