



**Contact:**  
Irene Coritsidis  
Director of Communications  
nhsa@nhsaofamerica.org

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **NORTH AMERICAN AND LOCAL HELLENIC VOLUNTEERS COME TOGETHER FOR ANNUAL BEACH CLEANUP**

ATHENS, GREECE — Located just outside of Athens, Saronida Beach was still draped in morning shadows when more than 30 young volunteers plucked cigarette butts, plastic straws, and other large pollutants from the sand during the National Hellenic Student Association’s (NHSA) annual beach clean-up last weekend.

“Each year, this initiative demonstrates the power of coordination and an engaged, caring community,” says Antonia Demopoulos, NHSA Director of Special Projects & Initiatives. “Families and visitors passed by, saw what we were doing, dropped their belongings and started to help. It comes to show that people want to do the right thing — they just need the chance.”

Generously sponsored by The Hellenic Initiative and held in collaboration with *ethelon*, this year’s volunteers successfully removed over 4,000 pieces of litter along Saronida Beach’s coastline. Greek environmental organization iSea then sorted and responsibly discarded the pollutants.

“The beach clean-up was founded on the ideal of conserving the environment while providing students an opportunity to get involved,” says Konstantine Ouranitsas, NHSA Chairman. “What started from environmental discussions at our 2017 convention has formed into a NHSA staple — a staple we couldn’t have formed without the support of the Hellenic Initiative.”

Since 2018, NHSA’s annual beach clean-up has enabled locals, visitors, and businesses to take part in the larger effort to protect the environment. Several other Hellenic leaders and businesses also volunteered their time such as Yia Mas, Greek Week, Portes Magazine, and Greece Media.

“As Greece’s popularity continues to grow, we must remember what distinguishes it in the first place — its pristine beaches,” says Stamatina Mylonas, environmental advocate and NHSA Digital Media Strategist. “Greece’s beaches are a wonderful gift we all get to share, so we all have the responsibility to protect them.”

For more information about NHSA’s initiatives, please visit <https://www.nhsaofamerica.org>. For latest announcements and events, follow @nhsaofamerica on [Instagram](#) and [Facebook](#).

#### ***About NHSA***

*The National Hellenic Student Association (“NHSA”) of North America, Inc. serves as an umbrella for Hellenic student organizations of universities across the United States and Canada. Since its founding in 2004, NHSA has crafted an extraordinary environment that combines the Hellenic community’s interests with professional and academic disciplines. With over fifty university member chapters, NHSA is the largest nonprofit Hellenic student and young professional organization in North America.*