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**Actisense Begin Sea Life Trust Charity Partnership with Poole Beach Clean**

* *Marking their new charity partnership with the Sea Life Trust, representatives from Poole-based company, Actisense, have cleaned up Poole Beach.*

The team from multi-award-winning marine electronics brand, Actisense, has rolled up their sleeves to clean up litter from Baiter Park beach in Poole, marking the beginning of their official charity partnership with The Sea Life Trust Marine Conservation Charity. Whilst based locally, Sea Life Trust is a not-for-profit organisation which works globally to protect marine life, championing the need for plastic-free oceans and putting an end to the over-exploitation of sea-life.

For two hours, 20 Actisense volunteers cleaned Baiter Park collecting in total 22kg of rubbish which included discarded rubber gloves, plastic bottles, smashed glass and clothing. The company has formed the charity partnership with Sea Life Trust to help safeguard marine life in the area, raise awareness for the charity and make a difference to marine conservation. Committed to protecting their local marine environment, the Actisense Poole Beach clean marked the first in a series of initiatives and events, as well as fundraising, planned by Actisense to support the Sea Life Trust.

Andy Bool, Head of Sea Life Trust, said:

“We are proud to be working with Actisense, who came out in force to help us clean our beautiful beach front. Our new partnership with Actisense will help to achieve our goals. We thank them for setting an example to the wider community and other businesses in the marine industry.”

Lesley Keets, Actisense Chief Operating Officer, said:

“This is the first of a number of charitable projects we have planned with Sea Life Trust. We look forward to helping the charity and making a difference to the conservation of marine wildlife locally. Due to the nature of our work, we have a very close connection to the marine environment, which makes us feel a responsibility for helping to protect it.”

To find out more about the Sea Life Trust, visit <https://www.sealifetrust.org/>

For more information on Actisense visit: [www.actisense.com](http://www.actisense.com).

* **Ends -**

If you would like to find out more or would like to interview Lesley Keets, please contact Darren Northeast PR (working on behalf of Active Research Ltd) on 01202 676762 or [pr@darrennortheast.co.uk](mailto:pr@darrennortheast.co.uk)