



FOR IMMEDIATE RELEASE:

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Sushi Maki and Surfrider Miami Unite for Earth Day Fundraiser

Miami, FL — Sushi Maki, a renowned South Florida sushi chain regarded for its sustainable seafood and packaging, is joining forces with Surfrider Foundation Miami Chapter, a nonprofit dedicated to safeguarding the coastal environment, promoting clean water, and combatting pollution. On April 22, Sushi Maki will host a fundraiser across their 6 restaurant locations and donate a percentage of their proceeds to the organization.

The fundraiser will be available for all dine-in, takeout, and app orders placed anytime on April 22. Customers simply have to mention the cause at the register or use code “EarthDay” on the Sushi Maki website or app to donate 10% of their check.

Abe Ng, the CEO of Sushi Maki founded the company based on sustainable values and even became the first MSC sustainably certified sushi chain in the US. Furthermore, he believes that as his business, evolves, so should his commitment to partnering with organizations that share like-minded values. "We are excited to partner with Surfrider Miami for this meaningful initiative. At Sushi Maki, sustainability is at the core of everything we do, and we are proud to support Surfrider Miami's vital work in protecting our coastal environment."

Tanja Moraraiu, Chair of the Surfrider Foundation Miami Chapter, collaborated closely with Sushi Maki to orchestrate the fundraiser. "We extend our gratitude to Sushi Maki for their generous contribution to Surfrider Miami on Earth Day 2024. The funds received will support amongst others our Blue Water Task Force Water Quality Testing Program, which currently monitors 24 sites across the bay and beach solely through our wonderful group of dedicated volunteers. Additionally, these funds will also bolster our SEAS (Swim. Explore. Act. Surf.) Program, a pathway to advocacy and opportunity aimed at teaching non-swimmers in our communities to swim and surf, cultivating a new generation of ocean advocates and protectors in Miami-Dade County."

Through this joint effort, Sushi Maki and Surfrider Miami aim to achieve more than just fundraising; they aim to raise awareness about the critical importance of preserving our coastal ecosystems for future generations. They extend an invitation to everyone in the South Florida area to join in supporting this initiative.



About Sushi Maki:

Established in 2000 by Abe Ng and his family, Sushi Maki has expanded across South Florida, boasting over 25 prime locations, including stand-alone restaurants, Whole Foods Market stations, university dining, and airport concessions. Recognized as South Florida's premier sushi restaurant brand, Sushi Maki is synonymous with high-quality, exceptional service, and culinary ingenuity, continuously expanding its offerings through state-of-the-art digital ordering platforms and strategic partnerships. Sushi Maki is committed to sustainability and is certified by the Marine Stewardship Council and Aquaculture Stewardship Council. Visit sushimaki.com for more information.

About Surfrider Foundation:

The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and enjoyment of our world's oceans, waves, and beaches for all people, through a powerful activist network. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 800,000 supporters, activists, and members, with more than 200 volunteer-led chapters and clubs in the US, and more than 800 victories protecting our coasts. Learn more at surfrider.org and miami.surfrider.org. Follow us @surfridermiami.

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