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Sea Bags Partners with Country Music Artist Kenny Chesney's No Shoes Reefs for Earth Day Campaign Benefiting Ocean Habitat

The limited-edition Sea Bags products are inspired by artist Julie Siracusa's underwater art piece titled 'Passione' and launch this Earth Day. The collection features a custom Beverage Bucket Bag as well as a one-of-a-kind No Shoes Reefs Sea Sack - signed by both Kenny Chesney and Julie Siracusa - that will be auctioned in May.



Left: Sea Bags x No Shoes Reefs Beverage Bucket Bag; right: limited edition No Shoes Reefs Sea Sack signed by singer Kenny Chesney and artist Julia Siracusa. Photo courtesy: Sea Bags.

PORTLAND, Maine (April 22, 2021) - [Sea Bags](#), the designer and manufacturer of stylish and durable bags, totes and accessories all made from recycled sail cloth, is pleased to announce its recent partnership with [No Shoes Reefs](#), a grassroots organization founded by award-winning country music artist Kenny Chesney to help ocean conservation groups create awareness, raise money and connect to each other.

This Earth Day partnership is in support of the [Reef Ball Foundation](#), an international non-profit foundation whose mission is to rehabilitate and protect the world's ocean reef ecosystems. From April 22 to June 30, Sea Bags will contribute 20% of the limited-edition [No Shoes Reefs Beverage Bucket Bag](#) sales to the Reef Ball Foundation to support its mission.

Additionally, a limited edition No Shoes Reefs Sea Sack will be up for auction from May 14 - May 17 on the Sea Bags auction page with 100% of the auction sale going to the Reef Ball Foundation.

“Being good stewards to our community, including our oceans and the Earth, is a founding principle at Sea Bags,” said Don Oakes, CEO of Sea Bags. “We’re thrilled to be teaming up with No Shoes Reefs this Earth Day as they give back to support and protect our world’s oceans.”

Inspired by the underwater photograph of artist [Julie Siracusa](#), the turbulent and fluid movement depicted in “Passione” make for a very high energy piece.

“Sea Bags, like No Shoes Reefs, believes in giving back to community-lead efforts to protect ocean habitat and ensuring their fishing community continues to thrive for their children, grandchildren and generations after,” said Brett Palmer, co-founder of No Shoes Reefs. “No Shoes Reefs reached out to artist Julie Siracusa to create the art for the bucket bag and sea sack, and we are so excited to share the final product with all of you. We are thrilled to launch this and hope for more collaborations with Sea Bags down the road!”

The [No Shoes Reefs Beverage Bucket Bag](#) is portable, collapsible and holds six 12-ounce bottles or cans. Featuring hemp rope handles, this cooler has pockets for bottles and interior space for ice. A grommet releases any melt water. Handmade in Maine from recycled sail cloth. MRSP: \$100.

The one of a kind, signed No Shoes Reefs Sea Sack will be auctioned through the Sea Bags auction page. Launching May 14 and ending May 17, the auction page can be found here: seabags.com/auctions.

The No Shoes Reefs Beverage Bucket Bag is available online now at www.seabags.com

About Sea Bags

Incorporated in 2006, Sea Bags started by making fun, functional and stylish totes from reclaimed sail cloth in the historic Old Port district of Portland, Maine. Today, the company employs nearly 175 people - all dedicated to the mission of saving sails from landfills while creating a diverse line of totes, bags and home goods that feature material from sails that were once actively used. The extensive use of reclaimed sail cloth is unique to Sea Bags. Signs of hard sailing can be seen in every Sea Bags creation, making them as individual and unique as their owner. The Sea Bags flagship retail store, as well as the manufacturing headquarters, is located at 25 Custom Wharf House in Portland, Maine’s working waterfront - where you can see firsthand the bags being made. Company-owned retail stores are located in Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, South Carolina, Florida, Michigan and California. To learn more about Sea Bags and the stories their sails tell, visit www.seabags.com.

About No Shoes Reefs

No Shoes Reefs, an evolving group of brands, Ocean Habitat Conservationists, organizations and people working together to help Kenny Chesney make a difference for our oceans. With the overarching ethos One Reef At A Time, the loose-knit web of contributors are aligned to not just protect, but create new living reefs to provide environments for all forms of aquatic life. www.noshoesreefs.org.

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