



FOR IMMEDIATE RELEASE

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New ‘Love the Crest’ sculpture created entirely with recycled materials installed outside Crest Arts Pavilion

WILDWOOD CREST – The Borough of Wildwood Crest’s version of the Philadelphia LOVE Statue is now on full display outside the Crest Arts Pavilion.

The “Love the Crest” sculpture, created by the TerraCycle Foundation through recycled materials, has been installed on the east side of the Crest Arts Pavilion (6301 Ocean Avenue) just off the borough’s beachfront bike path.



The “Love the Crest” sculpture is a seven-foot coastal monument celebrating the natural beauty and spirit of Wildwood Crest. Created through collected beach plastic, out-of-use Crest recycling bins, recycled plastic panels, reclaimed burlap and reclaimed foam, the sculpture exemplifies the importance of sustainability.

Featuring two ocean waves cresting from opposite directions to form a heart, the piece stands as a symbol of unity and connection, where the power of the Atlantic Ocean meets the warmth and spirit of the Wildwood Crest community.

“The Crest is known for its free, clean, safe, and accessible beaches, outstanding recreational parks, programs and amenities, commitment to wellness, abundant open spaces, and the beauty of Sunset Lake. Now, with the addition of the Crest Arts Pavilion and our newest public art installation, the arts have become another defining part of our community,” said Wildwood Crest Mayor Don Cabrera. “The new ‘Love the Crest’ statue represents sustainability, creativity, and community pride. Constructed from recycled rigid

plastics collected from our beaches and recycling program, it showcases how repurposed materials can be transformed into something beautiful and meaningful.”

By transforming discarded materials gathered from or near the Crest’s shorelines into public art, the “Love the Crest” sculpture serves as a powerful reminder of the importance of protecting the world’s oceans.

Many of the materials used to create the sculpture were collected through the efforts of Love Blue, Inc., a local non-profit group that organizes regular beach cleanups and raises awareness about the importance of the conservation of the ocean and shorelines. Some materials were also provided by TerraCycle US, a profitable, growing company that recycles 400+ hard-to-recycle waste streams, keeping billions of products and packages out of landfills.

“The inspiration began with Philadelphia’s iconic LOVE sculpture and evolved into a uniquely Wildwood Crest landmark that reflects our community’s identity and values,” Cabrera said. “Along with the popular bike sculpture at Rambler Road, residents and visitors now have another memorable photo opportunity that celebrates everything we love about the Crest.”

For more information, contact the Crest Arts Pavilion at (609) 522-0221 or the Wildwood Crest Recreation Department at (609) 523-0202.

