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## Paint cans replace spray tans as new Jersey Shore reality show focuses on Sandy recovery



A new reality television series plans to focus on ongoing rebuilding efforts at the Jersey Shore. Here, Marquis Bey, a volunteer from Lebanon Valley College in Pennsylvania, pries up floor boards in a Sandy-damaged home in Point Pleasant Beach last March. *(John Munson/The Star-Ledger)*



By [Erin O'Neill](#) | [NJ Advance Media for NJ.com](#)

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A new reality television show plans to film on the Jersey Shore this spring but expect less “gym, tan, laundry” and more hammers, paint and sawdust.

The series is a part of a project launched by Humanity TV’s TravelTelevision to focus attention on the ongoing Hurricane Sandy rebuilding effort in New Jersey and drive people to a new volunteer facility in Monmouth County. Steve Friedman, founder and executive director of the Maryland-based nonprofit group leading the project, said the “Jersey Shore Volunteer Challenge” also aims to showcase ways to sustain public awareness of disaster relief efforts after the television cameras leave.

“If it’s not in the news than most people think there’s not an issue any longer,” he said.

But, he said, “there are lots of people who are still homeless and there is a way for you to help them get home.”

The 12-week challenge begins April 24, with four teams of 10 people participating for three days each week. A half-hour episode by TravelTelevision each week will chronicle the volunteers’ efforts to rebuild homes and spread the word about the work they are doing. TravelTelevision episodes **air on local television stations and stream online.**

TravelTelevision, which covers volunteer travel, partnered with the Monmouth County Long Term Recovery Group for the project. The teams of volunteers will be staying at a new facility the long-term recovery group opened at the end of October at Camp Evans, a former military base in Wall Township. The facility houses up to 150 people.

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Eric Nedelkoff, executive director of the Monmouth County Long Term Recovery Group, said while the project aims to garner attention for Camp Evans facility, the larger mission is to attract volunteers to help push New Jersey's recovery effort forward.

"The need is still there," he said. "We want our state to recover. The attention this gets helps the Jersey Shore as a whole."

The volunteers participating in the challenge won't just be repairing homes, Friedman said. They'll also be competing with one another to see who can garner the most attention for their efforts on social media and by creating a short video.

The University of Maryland's Robert H. Smith School of Business will help with that effort, Friedman said, with students in a new consulting fellows program creating a social media strategy for the teams to follow.

Friedman said the project aims to show people how to bring and sustain public awareness for the recovery effort "until everyone is home."

"You as the individual have the ability to use you, leverage yourself, your networks and friends to tell the story of an urgent need and make people aware of what's going on and how you can get involved in it," he said.

*Erin O'Neill may be reached at [eoneill@njadvancemedia.com](mailto:eoneill@njadvancemedia.com). Follow her on Twitter [@LedgerErin](#). Find [NJ.com](#) on Facebook.*



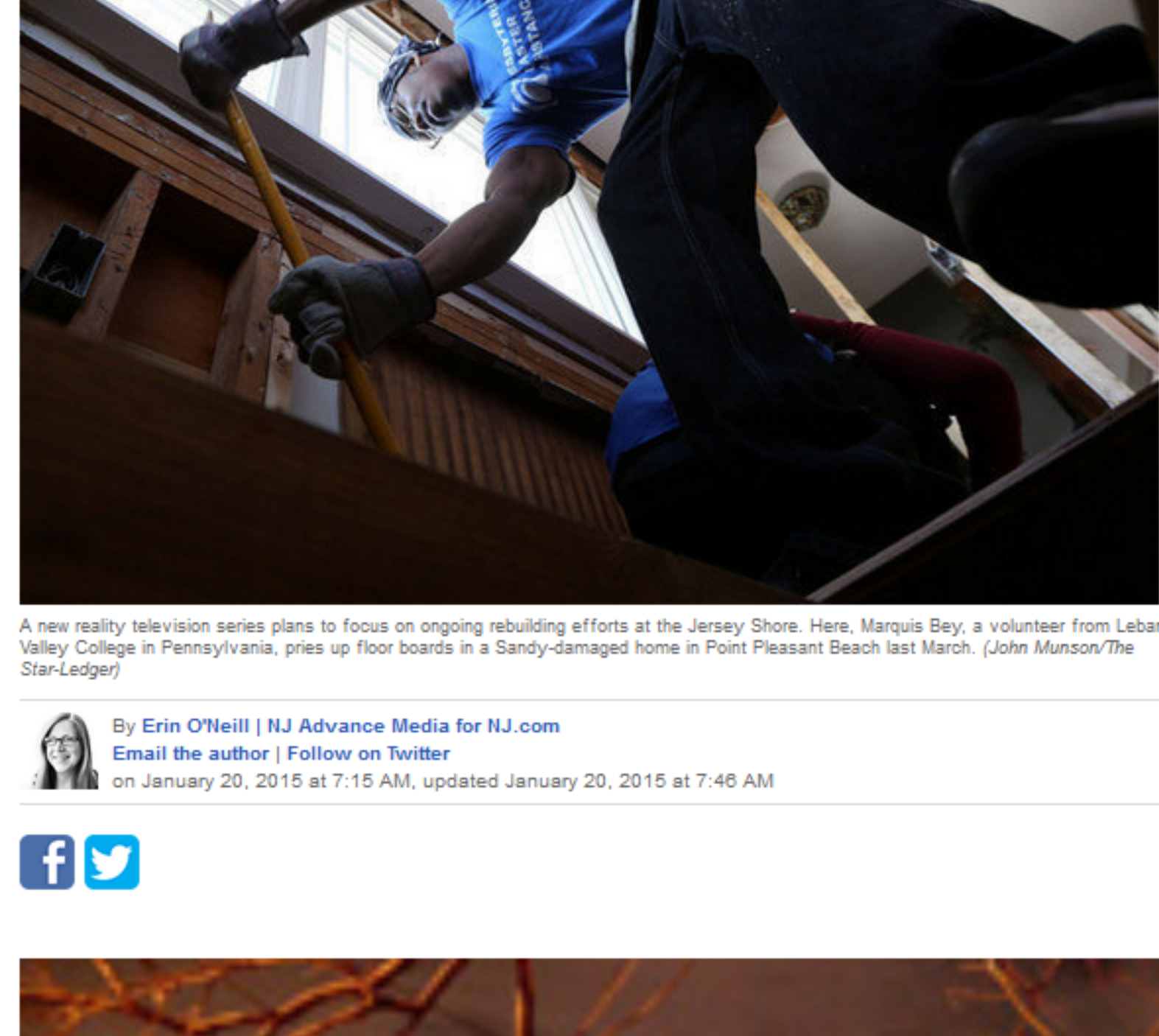
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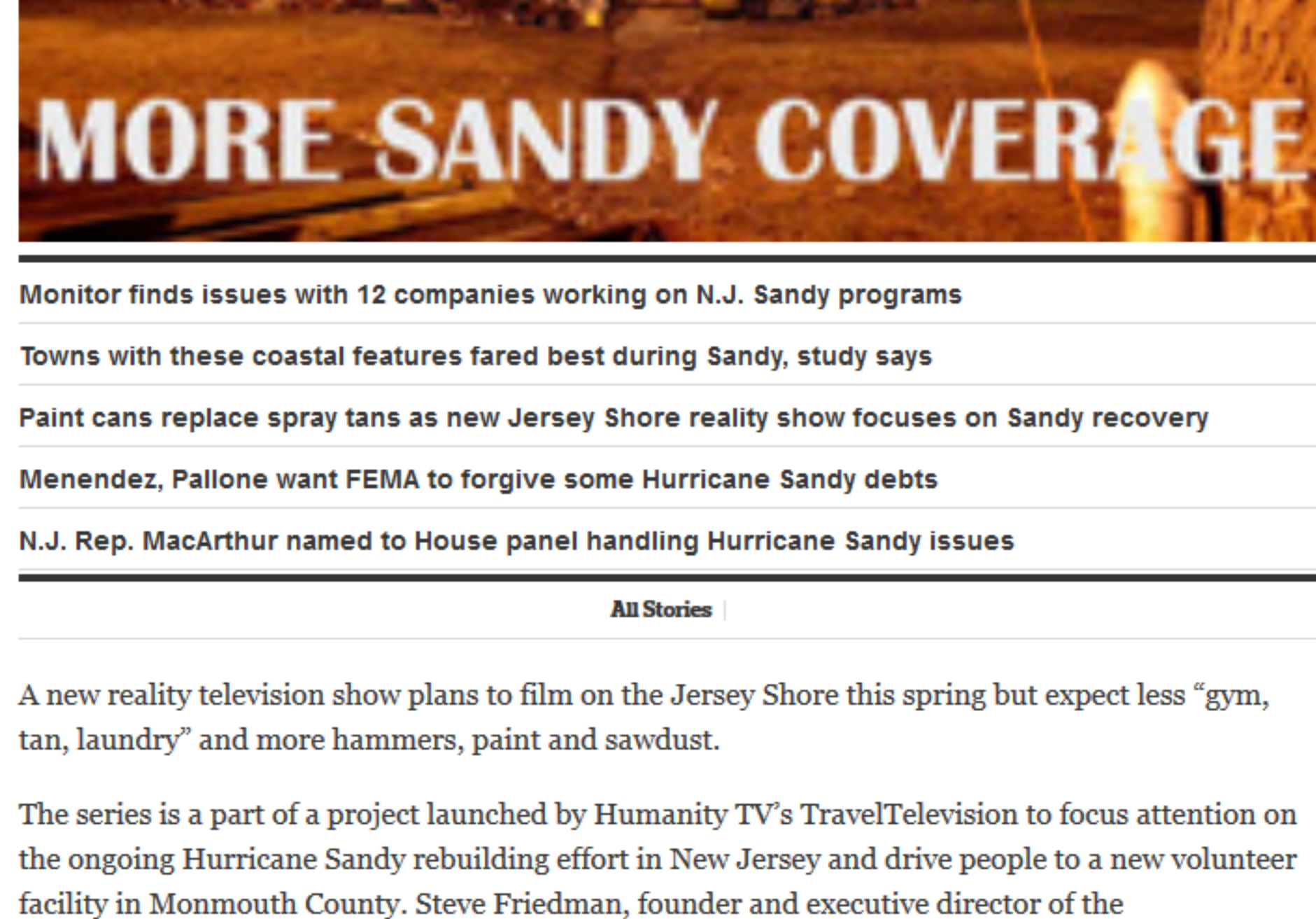
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# Paint cans replace spray tans as new Jersey Shore reality show focuses on Sandy recovery



A new reality television series plans to focus on ongoing rebuilding efforts at the Jersey Shore. Here, Marquis Bay, a volunteer from Lebanon Valley College in Pennsylvania, pries up floor boards in a Sandy-damaged home in Point Pleasant Beach last March. (John Munson/The Star-Ledger)

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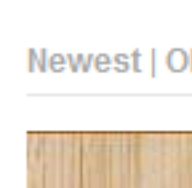
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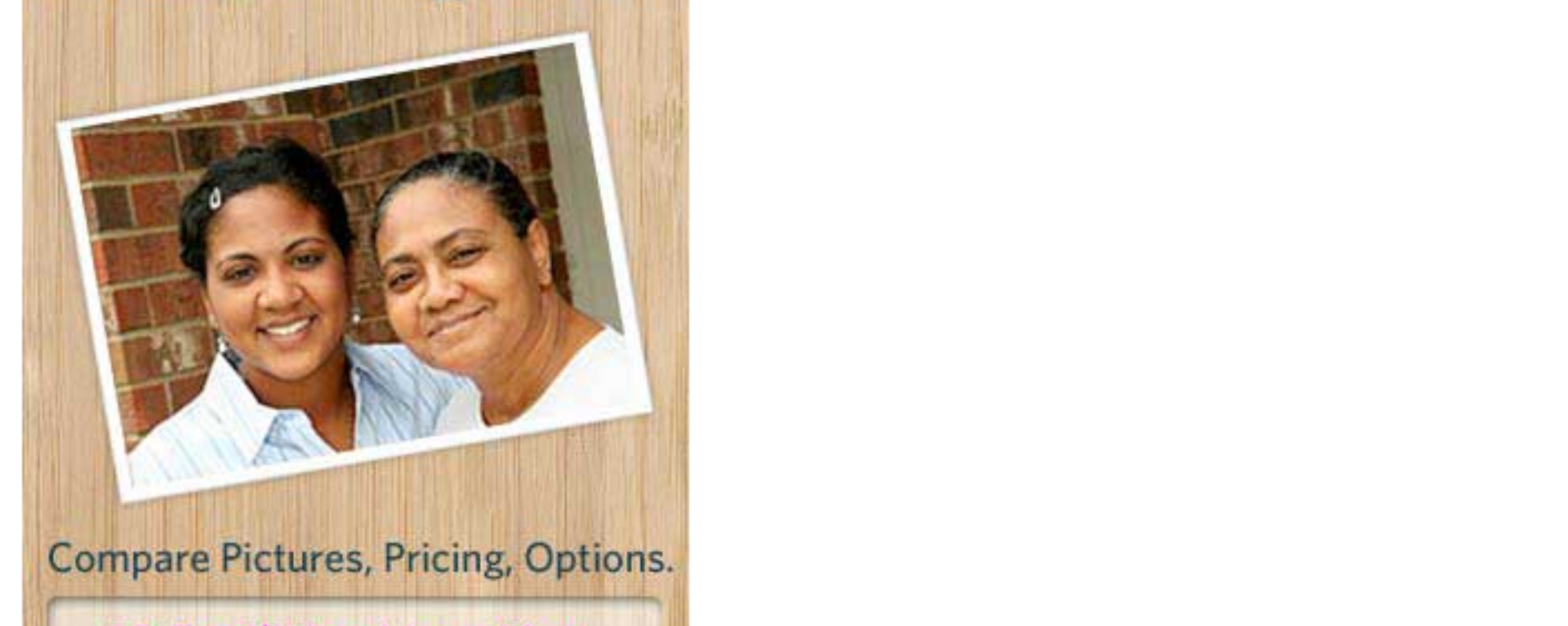


Bob Vazquez and his wife Pamela Vazquez are rebuilding their Union Beach home with the help of Gateway Church of Christ volunteers. The home was completely destroyed in the storm. The second anniversary of Hurricane Sandy in Union Beach, NJ 10/29/14 (Ed Murray | NJ Advance Media for NJ.com)

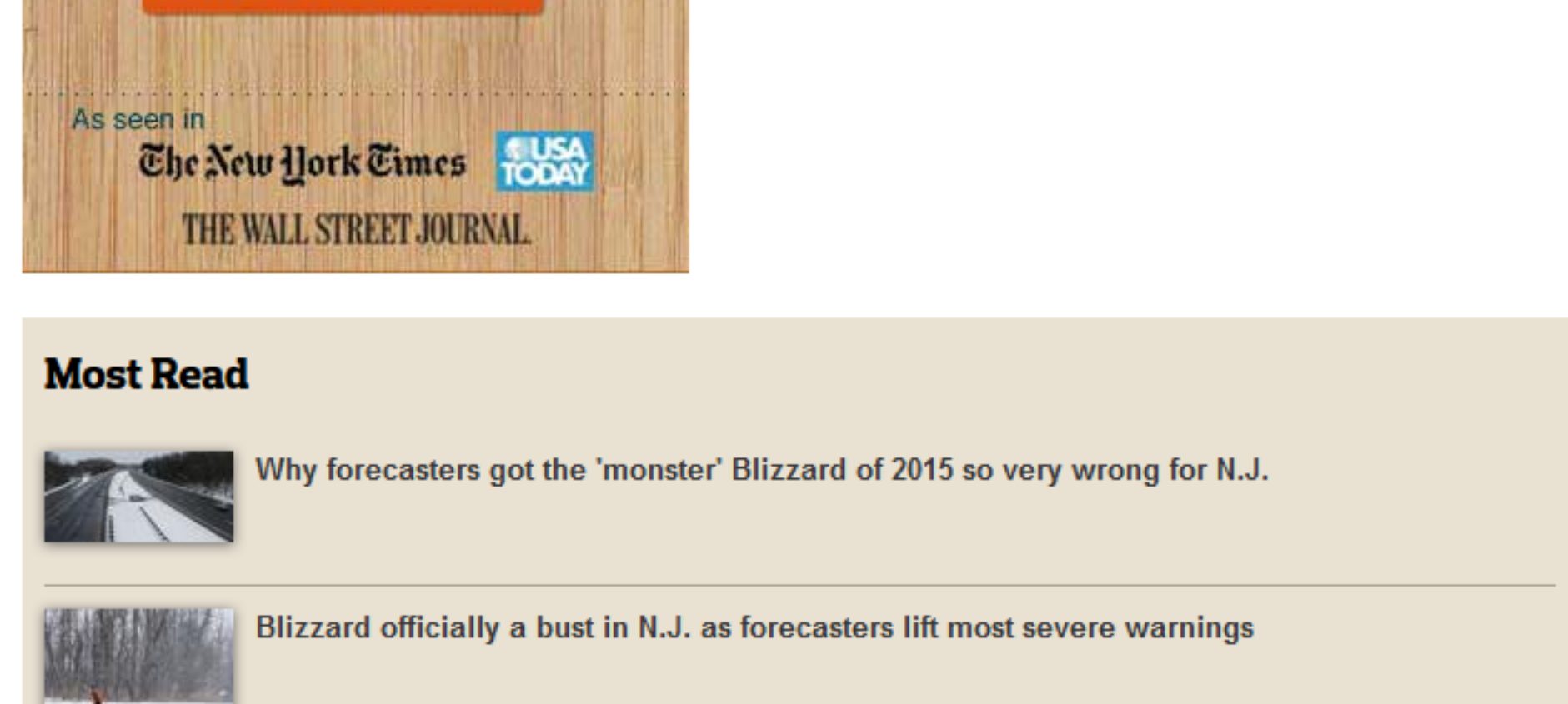
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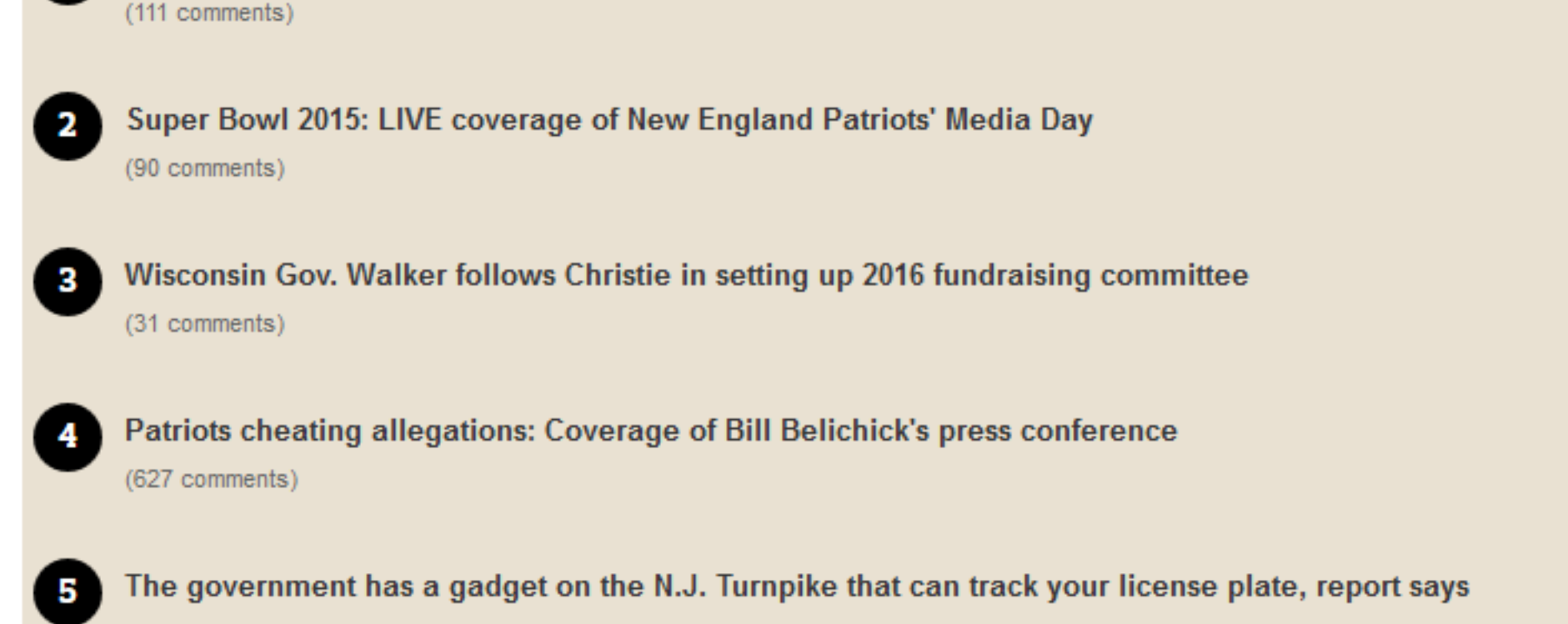
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