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## EarthDay.Org Launches Plastic Free July Campaign



**(PORTSMOUTH, VIRGINIA – JULY 2, 2021)** – During the month of July, EARTHDAY.ORG has launched the *Plastic Free July* campaign to raise awareness about the problem of plastic pollution. The EARTHDAY.ORG campaign seeks to change human behavior and attitudes towards plastic and reducing plastic pollution. The *End Plastic Pollution* campaign helps people recognize the effects of plastic pollution on human health and the ecosystem and how everyday actions can lead to a solution.

Roughly nine billion tons of plastic has been produced since 1950, which is equivalent to the weight of over a billion elephants or 50 million blues whales. Only nine percent of this plastic has been recycled, 12 percent has been burned and 79 percent has ended up in our environment. Microplastics can be found in food, water, air, and even the human body. People can consume a credit card worth of plastic on average per week.

EARTHDAY.ORG's promotion focuses on the harmful effects of plastic to the environment and encourages people to make a difference. What can you do? **Here are few tips to help reduce our use of plastics:**

**Use reusable plates and cutlery-** When having outdoor cookouts it is common to see plastic cups, plates, bowls and cutlery being used as it is an easy alternative. However, due to the food waste on these items, they are often not recyclable. Consider using reusable items that do not need to be thrown away at the end of your celebration.

**Seek out better packaging** – Often, the food we consume will be packaged in plastics. If you plan to cook meat this July 4th, go to your local grocer/butcher and ask for plastic-free packaging. Often your butcher will be able to package your goods in paper, which is a much friendlier option for the environment. (Or go one step further and seek out plant-based menu options.)

**Skip the packaging for your fruits and veggies-** instead of placing your fruit and veggies in the thin plastic bags supplied at stores, simply put them in your reusable grocery bag. This simple practice alone can save millions of plastic bags from reaching the ocean.

**If you set it off, pick it up-** fireworks usually have plastic and cardboard waste associated with them. If you are going to be setting off fireworks, make sure you pick up the waste they leave behind and dispose of it properly.

**Plan a July 5th Cleanup!** - As we have already established, our July 4th celebrations can create a lot of unclaimed waste. This includes parks, neighborhoods and beaches. To keep this waste from reaching our oceans and waterways, pick it up! You can plan and register your own cleanup on the [Great Global Cleanup Site](#).

**Take the pledge to end plastic pollution** - To continue your part in the movement to end plastic pollution, [sign the EARTHDAY.ORG plastic pledge](#).

For more information, visit [EARTHDAY.ORG](#).

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