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IMMEDIATE RELEASE

Detroit Lions and University of Michigan Health to Partner for "Protect Our Blue" Campaign

Detroit, MI —The Detroit Lions are partnering with University of Michigan Health to announce the launch of "Protect Our Blue: One Pride Cleanup Day", a statewide campaign uniting communities to raise awareness about microplastic pollution, which is increasingly found in Michigan's lakes, rivers, and even drinking water systems.

Volunteers will take part in a morning kickoff program, followed by organized cleanup activities led by Lions players, U of M Health teams, and environmental partners. Accessibility and community participation remain central to the event's mission.

The main cleanup will be held on Belle Isle Beach, with simultaneous satellite events in Grand Haven, Saginaw Bay, Alpena, and Traverse City, making this one of Michigan's largest coordinated environmental efforts. Each location will feature local Michigan bands, eco-friendly food trucks, hydration stations, and a family-friendly Blue Pride Kids Zone.

A signature element of the campaign is the transformation of collected plastics into custom Detroit Lions patches designed by players. Volunteers will receive limited-edition versions of the patches, symbolizing their contribution to cleaner lakes and safer drinking water.

"Protect Our Blue brings Michigan together around a shared goal—cleaner water and a healthier future," said David C. Miller, CEO of U-M Health.

Further details will be available on Detroit Lions and U of M Health community pages.