



PRESS RELEASE

Plastic Oceans UK Foundation screens its film 'A Plastic Ocean' at Our Ocean Conference, Malta

Meet the producer Jo Ruxton and our patron Dr Sylvia Earle at the Film Festival, 6th October 2017

London. 2 October 2017.

British Producer of award winning film, 'A Plastic Ocean', **Jo Ruxton**, and the UK based Plastic Ocean team are announcing an important new work in response to the growing crisis of marine pollution.

Our Ocean Conference, 5th – 6th October has invited world leaders such as HRH Prince Charles and Prince Albert of Monaco to commit to transforming the world's oceans. It is hosted by the European Union and held in Malta.

Jo Ruxton will be attending, as a guest of the Ocean Film Festival will be screening 'A Plastic Ocean' on 6th October <https://ourocean2017.org/sites/default/files/mna-film-festival.pdf>

Jo will be on hand to explain our legacy. An evidence hub called **'The Science behind the film'** aims at sharing science and mentoring programmes with both industry and the public. The goal is to reinforce the messages globally and awareness that will lead to generate positive solutions for the next generation. For us, it's all about the legacy.

Commenting today on growing concern around our shores, Jo says **"We have become a plastic generation. Plastic is indestructible. It was never designed for single use. Yet, everyone can make changes in their behaviour to turn the tide on this crisis in our oceans and the life they support."**

So - what's our legacy?

Plastic Oceans Foundation UK charity has developed **new tools** which can offer real solutions. Jo and her team spent four years in 22 locations around the globe filming the sequences that present a global overview of the crisis. With this unique up close and personal experience of the problems facing our oceans, the Foundation created **science** and **education tools** for individuals and businesses alike.

"Without the ocean, life on Earth would not exist - including us." Dr Sylvia Earle

PART ONE: The Science Behind the Film. The evidence hub is our most important asset yet. For two years, we've worked closely with Brunel University London* to

curate scientific discoveries in one place. For example, it has been proved that chemical ingredients used in 50% of plastics are described as '**hazardous chemicals**'. This means they can potentially cause harm to humans, animal and the environment.

As Dr Sylvia puts it, "*This is 'our watch' on the planet. Everything we do now will influence generations to come*"

PART TWO: Plastic Oceans Education programme. Plastic Oceans UK is developing a global education programme - starting with curriculum-focused lesson plans that will fit into existing education systems, so students as young as age five get a head start. Topics are inserted into their lessons as they progress through early school years. Workshops cover the impact of plastic pollution from bags to microfibres, introducing innovative solutions.

"We have to act now clear up and repair some of appalling damage we have done to the oceans' says Sir David Attenborough."

What can you do?

We recognise the fact that the media are a critical partner in spreading our messages to reach audience on every shore. We hope you will all become part of the solution.

Interview Jo Ruxton, Sylvia Earle in Malta or rest of the team in UK, featuring our new website, www.plasticoceans.uk

About Plastic Oceans

Our film '**A Plastic Ocean**' has been screened in over 400 locations across the planet, from Monaco to the Australian Parliament. Netflix, iTunes and Amazon distribute to even bigger audiences of millions. Our social media and press outreach engages with new audience every second of the day. Our ambassadors and patrons include Dr Sylvia Earle, freediver champion Tanya Streeter and songwriter Julian Lennon.

NOTES FOR EDITORS

- Professor Susan Jobling (featured in the film) and Dr Christopher Green are co authors of the document, **Science behind the Film**, to translate the science into actions for consumers, manufacturers, retailers and policy. We are working influence public attitudes and behaviour, and to influence collective actions that lead to policy change <https://www.plasticoceans.org/projects/science-2/>
- *Brunel University London is the European leader in eco toxicology and human toxicology
- **Plastic Oceans UK Foundation has created an education and mentoring programme which can be adapted into any organisation. A 'plastic curriculum' tackles the issues of protecting the oceans.

For more information or set up an interview contact:

June Field – PR Consultant Plastic Oceans **Email:** jfield@threesixtydegrees.net

Telephone: +44 (0) 775 108 2168

Richard Peel - PR Consultant RPPR

Email: rppr@hotmail.co.uk
