

Ocean Lovers Come Clean.

Reducing Our Plastic Footprint. Fostering The BYO Reusables Culture.

OCEAN LOVERS COME CLEAN. REDUCING OUR PLASTIC FOOTPRINT. FOSTERING THE BYO REUSABLES CULTURE. Plastic Free Bondi and Sydney Water are helping tackle the issue of plastic waste on Sydney's waterways and beaches with the Beat the Bottle beach clean-up from 9.30am to 12.30pm on Saturday, 16 February at Bondi Beach. Let the rhythmic sounds of percussion group Jackyard Beats entertain you as you collect litter along the beach with like-minded ocean lovers. There will be face painting for the kids and plenty of opportunities to help raise awareness of the impact of plastics on our beaches, oceans and waterways. Lauren Hockey, founding volunteer, Plastic Free Bondi, said: "Our growing community is raising awareness about the issue of plastic pollution and empowering businesses and individuals to reduce single-use plastics".

Dr Alicia Lloyd, Project Manager, Plastic Free Bondi, said the most common types of plastic waste seen at beaches were cigarette butts and plastic food packaging. "We hope that involving the community during the clean-up will inspire people to 'be the change' that they wish to see for our oceans," Dr Lloyd said. Sermin Erden, local business engagement volunteer, Plastic Free Bondi? said the easiest way to reduce plastic bottle pollution in our waterways and beaches is to refuse single use plastics and always choose to reuse and refill. The Environmental Protection Authority (EPA) and Waverley Council support Plastic Free Bondi and the Beat the Bottle initiative. To learn more and to register for the free event,

visit <https://www.eventbrite.com.au/e/beat-the-bottle-with-plastic-free-bondi-tickets-54685538919>. Dr Alicia Lloyd, Lauren Hockey and Sermin Erden are available for interviews. For all media inquiries, please contact Dr Lloyd on 0438 259 295 or plasticfreebondi@gmail.com. For images and media assets, visit: https://www.dropbox.com/sh/tuzof5v89shee8t/AABnqfjJ-jPnF4fs67EP_xKca?dl=0

QUICK STATISTICS About 480 billion plastic bottles were sold globally in 2016 – that's the equivalent of a million bottles per minute. Less than half of these bottles were collected for recycling (source: The Guardian). NSW and Queensland are among the nation's biggest litterers (source: Keep Australia Beautiful Litter Index 25 January 2018).

Sydney Water removes more than 1 million plastic bottles from Sydney's waterways each year – before they get to our beaches. Globally, there are around 8 million metric tonnes of plastic going into the oceans each year (source: The Conversation 2015). The UN estimates that by 2050, there will be more plastic in our oceans than fish. Sydney has some of the strictest drinking water monitoring standards in the world. It undergoes 70 different tests before it reaches our taps. It takes up to seven litres of water and one litre of oil to produce one litre of bottled water. Most water bottles end in landfill accounting for 38% of the total rubbish volume. Drinking water has 1% the environmental impact of bottled water. Bottled water production makes 600 times more carbon dioxide than drinking water. Drinking an average of 8 cups of water a day saves 1,825 litres of water that would have been used to produce bottled water.

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