

§ A PLASTIC PLANET

One Plastic Free Day – June 5th, 2018

ONE
A PLASTIC
FREE
DAY

June 5th will herald a World first, awakening billions to the plastic crisis in our seas and our soil - **One Plastic Free Day**.

This coincides with World Environment Day.

International days of action have been proven to drive massive shifts in behaviour. For example, each year World No Tobacco Day leads to a 40 percent spike in people searching for online resources on how to quit smoking.

On the international launch of the world's first One Plastic Free Day, A Plastic Planet will hope to ignite and inspire the world to **#passonplastic** and turn off the plastic tap.

In collaboration with international partners including **United Nations, Live Nation, Trash Heroes Indonesia, Jakarta Post, Vice Media, Iceland Foods, Ekoplaza, One Young World, Jack Johnson, Volvo Ocean Race, TimeOut NYC/Lisbon /London, Spotify, Mediacom, Sky News and Sky Sports**; we hope to touch the lives of over 250m people globally.

One Plastic Free Day is people-focused, with a simple ask – for just one day, say no to consuming any food and drink products that are packaged in plastic and to share on social media how they **#passonplastic**.

One Plastic Free Day will also be the catalyst for many businesses to make pledges and announcements in their own industry drives to **turn off the plastic tap**.

A Plastic Planet will be creating all creative assets for One Plastic Free Day including gifs and social media profile skins.