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ACTIVIST STORIES FIGHT PLASTIC POLLUTION

Alison Teal, "TIME magazine's "female Indiana Jones," KCRW's Chris Douridas, Pete Bethune of "Earth Race Conservation," and Discovery Channel India's Shilpika Gautam, among others, take the stage at zero-waste event hosted by Alyson Charles of "Soul Reboot"

LOS ANGELES (March 2018)—On March 22nd actors, adventurers and extreme athletes joined together for Voices 4 Oceans, a storytelling event hosted by The 5 Gyres Institute. The event included a silent auction, live show and VIP dessert reception with music curated by KCRW's Chris Douridas. Alyson Charles of "Soul Reboot" hosted the green carpet. Funds raised will support the organization's mission to end the global health crisis of plastic pollution.

"We celebrated our 10-year anniversary at Voices 4 Oceans," said Co-Founder and Research Director Marcus Eriksen. "But more importantly, we set our North Star goal for the next decade: To stop the flow of plastic pollution from source to sea by 2028."

"The time is now," added Executive Director Rachel Lincoln Sarnoff. "We know that marine plastic pollution isn't an island that we can scoop up and away with sexy filtration systems. It isn't a shocking statistic that predicts the date when we will suddenly have more plastic in the ocean than fish. It's the reality that each year, eight million tons of plastic trash ends up in the ocean—that's the equivalent of dumping a garbage truck full every minute. And we need to do something about it."

Guests included Santa Monica Mayor Ted Winterer who said, "The only time you need a straw is if your jaw is wired shut. We need to start thinking about plastic as oil."

"One person can't do everything," said 5 Gyres board member Anna Getty. "But I believe that there is power in numbers."

Attendees vowed to rally behind the organization's new North Star goal, and continued focus on scientific studies and comprehensive research that empower consumers, politicians and corporations to work together for solutions. The 5 Gyres Institute first identified plastic microbeads in 2012, which led to a federal ban just three years later; now the non-profit is applying the same game plan to an even bigger problem—polystyrene—through their "Nix the 6" campaign.

"These are the fights that we must win," said Co-Founder and Global Strategy Director Anna Cummins. "There is only one ocean. It touches all people. And our collective future depends on its health."

The event was generously sponsored by Everything But Water, Nordic Naturals, Rothy's and Starboard, with artwork donated by Renee Lawter of Eyerus. In kind support was received from Mar Vista's Little Fatty restaurant, Alter Eco organic chocolates, Karl Strauss beer, Rosenthal Estate Wines, Pau Maui Vodka, and Reed's Ginger Beer. More information is at www.5gyres.org.