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5 Gyres Releases “Alaskagate” PSA to “Get out the Vote” Preceding November 2020 Election

(Los Angeles, CA) On October 5th, The 5 Gyres Institute launched a comedic Public Service Announcement to encourage voter turnout in what will be an historic election, perhaps the most critical in our modern history. As we move into a future propelled by fast changing technology, it is critical to update decades old industry practices with new advancements that utilize vetted science to best determine our use and protection of natural resources.

“Alaskagate” tells the story of a reporter uncovering a news story on the truth behind fracking in Alaska as a ploy by the Russian government to reclaim the land and replace it with a plastic island made from pollution in the Great Pacific Garbage Patch. Featuring Josh Meyers (brother of Seth Meyers of *Late Night with Seth Meyers*) and directed by Alex Gorosh (Chess Club Productions, alexgorosh.com), it quickly unravels, revealing that the story was made up and that clever video editing made it all believable, much like many of the videos floating around the internet leading up to the election. The PSA shows the importance of doing your own due diligence and research when it comes to matters that you care about and that matter to you.

As a nonprofit based in science, 5 Gyres believes strongly that key decisions must be rooted in facts, and that all stakeholders should align around a set of common beliefs. As a nonprofit with 501c3 status, we do not openly endorse any candidate and only hope to encourage fact based research in the voting process.

“My approach to science and information gathering is to be open-minded, highly skeptical, and very pragmatic. We must listen to all sides, we must listen to everything,” says Marcus Eriksen, 5 Gyres’ Director of Science and Innovation. “It is difficult however for people to have productive dialogue if they are operating from a different set of facts. As a scientist, I believe we can reach common ground by going directly to primary, peer-reviewed literature. We must defend science as the foundation of our conversations.”

The PSA launches across all media the week of October 5th along with an accompanying webpage, www.5gyres.org/vote, to provide accurate sources of information and inspire more research before voting.

The 5 Gyre Institute is a 501(c)(3) nonprofit organization in special consultative status with the United Nations Economic and Social Council since 2017. Our mission is to empower action against the global health crisis of plastic pollution through science, education, and adventure. More information at www.5gyres.org.