



UPCYCLE THE GYRES SOCIETY | UPGYRES.ORG | Vancouver, Canada

Immediate Release – Tuesday, July-12-16, Vancouver, Canada.

UpGyres' PLASTIC SMOG EMISSIONS CLOSED LOOP System wins Honourable Mention at the 2016 Think Beyond Plastic Competition

Think Beyond Plastic™ and Enviu are teaming up in their global efforts to accelerate innovation with focus on plastic pollution. The 2016 Beyond Plastic™ Accelerator is their joint program that will demonstrate how innovation and entrepreneurship can harness basic market forces to address the global plastic pollution crisis.

Upcycle the Gyres Society (UpGyres) is pleased to announce that we have been selected through a careful vetting process which includes judging of the innovations on the merits of scientific and business viability, and investment readiness. UpGyres will join the 2016 Think Beyond Plastic Accelerator cohort of businesses that have demonstrated ability to measurably reduce plastic pollution with solutions that encompass disruptive innovation.

UpGyres will receive 8-week training by industry experts. Upon completion, we will present our innovation to investors, media and the public during a Demo Day and an Innovation Showcase.

Daniella Russo Dimitrova, CEO, Think Beyond Plastic Competition said:

"UpGyres has developed an innovative, bold and pragmatic approach to one of the greatest challenges of plastic pollution, discharge of micro plastic particles (fibres and beads) into the ocean. We are very excited to welcome them into the 2016 Beyond Plastic Accelerator cohort."

José Luis Gutiérrez-García, Project Director, UpGyres, said:

"UpGyres works to develop, source and implement solutions to stop plastics from entering our waterways and oceans and to recover the valuable resources discarded in waste plastics. We are very proud to achieve an Honourable Mention in the category Most Innovative Emerging Business at the Think Beyond Plastic Competition for our unique and compelling idea and its capacity to reduce global plastic pollution by stopping and recovering laundry waste and converting it into higher value products."

About Think Beyond Plastic (www.tbpinnovate.com):

Think Beyond Plastic is building the innovation eco-system to address the global plastic pollution crisis: incubating innovation, accelerating businesses and developing the investment engine to power commercial applications.

About Enviu (www.enviu.org):

We start world changing companies.

About UpGyres (www.upgyres.org):

UpGyres spurs change in industry, policy and consumers through community engagement and participation.