



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

Immediate Release – Thursday, November-10-16, Vancouver, Canada.

One More Generation supports UpGyres' PLASTIC SMOG EMISSIONS CLOSED LOOP System

Upcycle the Gyres Society (UpGyres) is pleased to announce that we have secured support from One More Generation (OMG) for our initiative to recover microfibers from wastewater discharges and utilizing them as raw materials.

The Plastic Smog Emissions Closed Loop System is designed to:

- Divert lint resources from landfill, incineration and waste water by recovering them at point source
- Contribute to the New Plastics Economy where plastics in laundry lint (from washers and dryers) never become waste, rather, they re-enter the economy as valuable raw materials and products, and
- Facilitate Ecosystem Regeneration. By stopping plastic smog emissions, the aquatic ecology will detoxify and recover.

UpGyres Plastic Smog Closed Loop System is a winner of the 2016 Think Beyond Plastic (TBP) Competition and joined the 2016 TBP Accelerator cohort of businesses that have demonstrated ability to measurably reduce plastic pollution with solutions that encompass disruptive innovation. UpGyres will present our innovation to investors, media and the public during a Demo Day and an Innovation Showcase in January 2017 in New York City.

OMG was founded in 2009 by 8 year old Carter Ries and 7 year old Olivia Ries. Brother and sister, Carter and Olivia Ries have a unique perspective on environmental and animal conservation. They believe that children have the power to solve the issues of endangered species and threats to the environment. In 2011, OMG officially launched their Plastic Awareness Coalition to raise awareness of the problems plastic pollution inflicts on the environment and in turn, marine species.

Jim Ries, President, OMG said:

“Ever since starting OMG, our two young founders have always been on the lookout for organizations and technologies that would ensure a better environment for future generations. We are so pleased to be working with the folks at UpGyres and are grateful for their commitment to cleaning our oceans.”

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

“UpGyres is very proud to garner a partnership with and the support from One More Generation and help preserve all (aquatic) species for at least One More Generation.”

About One More Generation (<http://onemoregeneration.org/>):

Encouraging action at an early age for One More Generation and beyond.

About UpGyres (www.upgyres.org):

UpGyres spurs change in the plastics industry, policy and users through multi-stakeholder engagement and participation.