



Join millions of people reducing their plastic waste.

The Plastic Free Foundation's **Plastic Free July** tackles plastic pollution. It is a global month-long challenge that aims to encourage consumers to refuse single-use plastics and incorporate more sustainable alternatives into their lives.

The goal is to put a serious dent in plastic production, an industry that, according to Plastic Free July founder Rebecca Prince-Ruiz, is set to quadruple by 2050. She says, "To create a world without plastic waste, we need to turn off the tap, not mop the floor."

As a consumer, you can do this by reducing how many single-use plastics you consume in your home and daily life, which adds up to a lot when you look around your home, car, school, workspace, faith community or local café.

With over 300 million people challenging themselves to reduce plastic use, the impact has potential to be huge. Will you be part of Plastic Free July by choosing to refuse single-use plastics?

You can sign on to the challenge by going to [www.plasticfreejuly.org](http://www.plasticfreejuly.org), or simply by making the commitment to avoid single-use plastics during the month of July. If you sign up, the Plastic Free July Foundation will send you helpful ideas, information, and support by email during the month, and share stories with others. They promise not to spam you or sell you information to others.

The real challenge is to turn your increased awareness of plastic pollution into sustainable consumption choices for the long haul. Together, we can make a difference and be part of a solution.