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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Miami Beach Invites Businesses to Take the Plastic-Free Pledge

– Recognizing several who have already committed on Wednesday, November 14 at 2:30 p.m.–

Miami Beach, FL — Killing 100 million marine animals annually, nearly 8 million metric tons of plastic debris ends up in the ocean each year. Approximately half of the plastic produced is considered single-use and often thrown away minutes after being used.

In an effort to stop the largest culprits of plastic litter – bags, straws, stirrers, cups and lids – in its tracks, the City is launching a #PlasticFreeMB education and certification program to showcase and empower businesses that have taken the action to reduce single-use plastics within their establishment.

“A fundamental part of the movement to become a plastic-free City begins and ends with our local businesses community,” said Mayor Dan Gelber. “Integrating sustainability into your business model is no easy feat, and we’re excited to recognize those with the dedication to being environmentally conscious as we create an economic culture that values protecting our beautiful paradise.”

Designed with a cumulative 3-level system, participating businesses can choose the most suitable level to their current plastic reduction practices when they take the voluntary pledge. The more single-use plastic items businesses move away from, the higher the level they can obtain.

Recognizing the first businesses to make the effort toward drying up plastic’s demand, the program will officially kick off at 2:30 p.m. during Wednesday’s November 14, 2018 Commission Meeting at City Hall. From restaurants, retail stores, music venues, hotels and more, the founding members will be recognized for their leadership role in proactively pushing toward sustainable practices and conserving the environment we love.

“As a mission driven brand, 1 Hotels have already taken steps to eliminate plastics throughout the properties and raise awareness around the issue to preserve beautiful Miami Beach,” said Milton Sgarbi, Vice President, 1 Hotel South Beach. “We look forward to joining the #PlasticFreeMB campaign and working closely with the City of Miami Beach.”

For more information, visit www.plasticfreemb.com.

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