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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Students Complete Project on Expansion of #PlasticFreeMB to Increase Miami Beach’s Sustainability Efforts

— *Shores Forward: Youth Driving Activism to Help Businesses Embrace Sustainability* —

Miami Beach, FL – The city partnered with local and international nonprofits over the summer to deploy local students on a plastic reduction mission. Miami Beach, Big Blue & You and Debris Free Oceans trained students from Design and Architecture Senior High (D.A.S.H.) to help businesses register for #PlasticFreeMB, which is a free business certification program intended to showcase businesses that have taken action to reduce plastics within their establishments.

The Big Blue Crew visited businesses throughout Miami Beach to educate them on the importance of reducing single-use plastics and to discuss the goals and benefits of the #PlasticFreeMB program. Students registered an additional 15 businesses, bringing the number of certified businesses in Miami Beach to 149.

“Miami Beach is always looking for new ways to protect our environment and improve our resilience,” said Mayor Dan Gelber. “So we’re very proud of the Big Blue Crew for helping expand the #PlasticFreeMB program and teaching our students and youngest residents how to make their community more sustainable.”

Highlights of the summerlong program will be presented on Friday, Sept. 17 at 7 p.m. during a reception at the Kimpton Angler’s Hotel (660 Washington Ave, Miami Beach, FL 33139), which is one of the new #PlasticFreeMB members recruited by the Big Blue Crew. Other new members will also be highlighted at the event.

Learn more about #PlasticFreeMB by visiting www.plasticfreemb.com.

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