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As Earth Day celebrates its 40th anniversary the Plastiki crew prepare for the first stop of their 11,000 nautical mile trip.

The Plastiki, now travelling firmly within the trade winds is making great progress at a rate of between 5 and 7 knots into the outer reaches of Kiribati Atoll, more commonly known as Christmas Island.

As part of the Line Islands, Kiribati is one of many beautiful atolls in the Pacific Ocean. With a lagoon area spanning a reported 324 km², there is a vast eco system that is fragile to the effects that human intervention and pollution has had on the Pacific and indeed all of the world's oceans.

Upon their approach to the Line Islands the crew are noting the significance of their voyage across the largest ocean, the Pacific, making up a third of the Earth's surface. The Pacific is home to millions of living creatures and life systems, and after thirty five days at sea the crew are now fully at home in their 60 foot long and 20 foot wide catamaran. After the gruelling routine of a mere three hours sleep at a time in such a confined space, the crew are looking forward to their first sighting of land since their departure from San Francisco over a month and more than 3,000 nautical miles ago.

Keeping in touch with the shore team and supporters of the mission is of great importance to the six strong crew in order to share their mission and inspire the watching world to create their own ecological adventure, and make the small changes that could add up to a big difference.

Plastiki's call to action is to raise awareness of the plight of the world's oceans and demonstrate smart solutions to issues that are easily out of sight and out of mind in our everyday lives. For example, whilst the Plastiki has been at sea more than 2 billion plastic bottles will have been disposed of in the US, according to UNEP four out of every five of the bottles – some 27 million tonnes of plastic end up in landfill beginning a chain of events that will ultimately end up costing us the earth.

Re-evaluating our habits and re-using waste as a resource is a simple step towards a new way of living and appreciating the beautiful world we live in. One of Plastiki's goals is to see a 75% or more reduction in the amount of human made waste heading out to landfill and sea. We believe that with a small shift and some smart thinking everyone could reduce their use of one use, dumb 'Planet 1.0' plastic such as plastic bottles, plastic bags and styrene foam. It's achievable if we work together on making small changes in our lives like the [MyPlastiki pledge](#) or remembering the 4R's: reduce, reuse, recycle and rethink. Collective action is the only way to achieve real world change. Whether you're an individual, business, university, or organization your pledge immediately eliminates more unnecessary waste in our environment. So challenge a co-worker to drink from a reusable bottle or rally some students to ban styrene foam on your campus. Every bit helps, and lots of little actions make a big impact.

To make your pledge for a plastic free ocean and more positive, ecological initiatives please log on to myplastiki.com

For further information please go to www.theplastiki.com

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About International Watch Co. Ltd: Official Partner
IWC Schaffhausen has been setting standards in technological development and highly complicated Haute Horlogerie for more than a century. The International Watch Company, founded in 1868, has established a world reputation for itself as a Swiss watch manufactory with a long heritage and a passion for ingenious inventions, innovative solutions and technical refinements. IWC Schaffhausen is committed to taking responsibility toward the environment and has been certified a CO2-neutral enterprise.

IWC has cut 750 tons of annual CO2 emissions in half since 2001, and aims to reduce emissions to 100 tons by 2010. It used environmentally responsible building techniques for new production wings at its headquarters in Schaffhausen, Switzerland, in 2001, significantly reducing CO2 emissions and keeping overall energy consumption constant for five years. www.iwc.com. IWC Schaffhausen has supported Adventure Ecology and David de Rothschild as official Partner since 2007. "As a company which holds the environment dear, IWC is very proud of David de Rothschild and of the fact that, with our support, he is using his adventurous voyage to show the consequences of the modern way of life and providing an impetus for innovative suggestions of how to solve the ecological problems of our age," states Georges Kern, CEO of IWC Schaffhausen.

About Hewlett-Packard Company: Official Technology Partner
HP and the environment

For decades HP has been an environmental leader, driving company stewardship through its HP Eco Solutions program, which spans product design, reuse and recycling as well as energy and resource efficiency. HP influences industry action by setting high environmental standards in its operations and supply chain, by providing practical solutions to make it easier for customers to reduce their climate impact and through its research on sustainability solutions that support a low-carbon economy. More information is available at <http://www.hp.com/ecosolutions>. HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>

About Inmarsat: Global Satellite Communications Sponsor

Inmarsat plc (LSE: ISAT) is the leading provider of global mobile satellite communications services. Since 1979, Inmarsat has been providing reliable voice and high-speed data communications to governments, enterprises and other organizations, with a range of services that can be used on land, at sea or in the air. The company's services are delivered through a global network of more than 400 distribution partners and service providers operating in 100 countries. For the year ended 31 December 2008, Inmarsat plc had total revenue of US\$ 996.7 million (2007: US\$576.5 million) with an EBITDA of US\$531.2 million (2007: US\$388.1 million). For more information, please visit www.inmarsat.com.

About Kiehl's: Supplier

Kiehl's was founded as an old-world apothecary in New York's East Village neighbourhood. Its unique and extensive background represents a blend of cosmetic, pharmaceutical, herbal, and medicinal knowledge developed and passed on through the generations. The spirit of discovery and the exhilaration of exploration have been espoused by Kiehl's extended family from the company's earliest days. Kiehl's is humbly honoured to support the eco-adventurous Plastiki Expedition team since 2008 and to welcome them into the Kiehl's heritage. In 1988, Kiehl's proudly supported a successful ascent without oxygen of Mt. Everest's East Face. In 2002, the company sponsored the Antarctica Expedition of Mt. Vinson and in 2005, Kiehl's supported the "Greenland First Ascent" expedition, the inaugural climb of peaks rising from the island's ice covered glaciers where a team returned from their journey with first-hand accounts of the effects of global warming. In addition between 2003-2007 Kiehl's supported the annual Kiehl's Badwater Ultramarathon, a 135-mile non-stop footrace through Death Valley. Kiehl's believes in minimizing environmental impact by utilizing minimal product packaging and 100% PCR materials whenever possible and initiating a world-wide recycling program in freestanding stores. Kiehl's products are available at www.Kiehls.com, freestanding stores, as well as through select specialty retailers worldwide.



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