



**FOR IMMEDIATE RELEASE**  
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**PLANET GREEN LAUNCHES NATIONAL *BAN THE BAGS, BUTTS AND BOTTLES CHALLENGE!***

*-- Initiative is part of Planet Green's "Blue August" event debuting August 3<sup>rd</sup> with full month of programming on-air and online --*

**Santa Monica, CA.** – Swirling off the coast of California in the Pacific Ocean is a growing trash vortex twice the size of Texas, filled with plastic bags, bottles and other debris. This isn't a scene from the latest apocalyptic Hollywood blockbuster; it's a startling fact. Taking its name from the top marine litter choking oceans and other waterways throughout the country, Planet Green today launched **Ban the Bags, Butts and Bottles Challenge!**, inviting people to become part of the solution to a growing problem.

Whether you live on the coast or in the heartland, some very common everyday items are wreaking havoc with our oceans, lakes, streams and fresh water supplies—cigarette butts, single use plastic bags and plastic bottles\*. Part of the network's **Blue August** month-long, multiplatform programming initiative on all things aquatic, the Challenge encourages people to stop litter before it pollutes beaches and waterfronts and harms a wide array of wildlife we know and love. Planet Green is joining forces with the Natural Resources Defense Council (NRDC), Oceana, Ocean Conservancy and the United Nations Environment Programme (UNEP) for the **Ban the Bags, Butts and Bottles Challenge!** Laura Michalchyshyn, President and General Manager, Planet Green made the announcement.

“While many of today's environmental challenges are complex and often overwhelming, keeping litter off our beaches and out of our waterways isn't – we can do something about it just by making responsible choices,” said Michalchyshyn. “One of the main goals of the dynamic programming and content associated with Planet Green's **Blue August** is to highlight the positive impact we can all have on the health of the planet.”

Online at [PlanetGreen.com/blueaugust](http://PlanetGreen.com/blueaugust), **Ban the Bags, Butts and Bottles** Challengers can download information and get inspired to plan a great litter-free day on the water all month long. Challenge participants can submit still images of "Beach Don'ts" capturing litter offenders in action, or images of “My Blue August” moments capturing favorite beach or waterfront places and experiences. Participants can also enter for the chance to win a solar back pack and have their entry profiled in a special Pick of the Week.

On August 8 and 9, special **Ban the Bags, Bottles and Butts Challenge!** street teams will hit waterfront areas in Los Angeles, Chicago, Miami and New York City, handing out information and reusable eco-tote bags.

Planet Green's **Blue August** initiative is a robust month of on-air and online programming that brings to life the wonders and mysteries of the aquatic -- from the majesty of our oceans to the critical issue of clean drinking water. Featuring awe-inspiring documentaries including the network premiere of the **Blue Planet** series; all new episodes of **Focus Earth with Bob Woodruff** featuring an interview with Robert Kennedy, Jr. and surfing great, Kelly Slater; innovative and entertaining short-form content; and, world renowned partners and experts, **Blue August** will captivate and immerse audiences in a world of intrigue, real-life drama and the important choices that will shape our future. Prominent conservationists and explorers Philippe and Alexandra Cousteau host **Blue August**. Log onto [planetgreen.com/blueaugust](http://planetgreen.com/blueaugust) for full details.

**About Planet Green:**

**Planet Green** is the multi-platform media destination devoted to the environment. Launched on June 4, 2008, this brand with a mission is available in 57 million homes. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle. It's for people who truly want to make a difference in meeting the critical challenge of protecting our environment.

Planet Green and its two robust websites [planetgreen.com](http://planetgreen.com) and [TreeHugger.com](http://TreeHugger.com), offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green's unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.

\*Information courtesy of Ocean Conservancy/International Coastal Clean-up

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