



Audubon Aquarium
of the Americas
A Facility of Audubon Nature Institute

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Audubon Aquarium Recognized for National Conservation Initiative New Orleans City Council members commended the Aquarium for its leadership in educating the public about plastic ocean pollution

(New Orleans, La.) – The City of New Orleans recently recognized Audubon Aquarium of the Americas for joining 19 Aquariums from coast to coast to shift away from single-use plastic products and packaging and rallying consumers to build market demand for innovative alternatives.

The Aquarium Conservation Partnership (ACP) announced the launch of a nationwide consumer campaign and a business commitment to shift away from single-use plastic among their visitors, in their communities and beyond this past July.

Through the national “In Our Hands” campaign, the ACP empowered their 20 million visitors and millions more in their communities to drive a national shift away from single-use plastic and toward innovative alternatives. The campaign included a website that inspires visitors to make positive everyday behavioral changes and raise awareness of the issue.

“By using our collective voice, we can educate and inspire visitors and our communities to make a major impact on a pressing issue that threatens the health of wildlife and our ocean,” said Ron Forman, Audubon Nature Institute President and CEO. “The solution to plastic pollution is in our hands and it starts locally in our community.”

New Orleans City Council members commended the Aquarium for its leadership in educating the public about the harmful impacts of plastic trash and alternatives that are better for our environment.

"LifeCity is proud to work with organizations like the Aquarium who are aren't afraid to step out in front and be the leaders of the growing impact economy," said Elizabeth Shephard, LifeCity CEO and Chair of the Environmental Advisory Committee. "It takes leaders like the Aquarium to set the example that others will follow".

As of July 2017, all ACP members have eliminated plastic straws and single-use plastic take-away bags in their institutions. In hopes of additional plastic reduction, the aquariums have also committed to:

- Significantly reduce or eliminate plastic beverage bottles by December 2020
- Showcase innovative alternatives to single-use plastic in their facilities

About 8.8 million tons of plastic enter the ocean each year worldwide – roughly a dump truck full of plastic every minute of every day. In the United States alone, plastic waste averages more than 200 pounds per person each year. If nothing changes, by 2025 the flow of plastic into the ocean is expected to double.

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