



Audubon Nature Institute
Celebrating the Wonders of Nature

FOR IMMEDIATE RELEASE

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Audubon Nature Institute Spearheads Plastic Free July Challenge

(New Orleans, La.) – Audubon Nature Institute is teaming up with zoos and aquariums across the country to host the Plastic Free July challenge. This is a 31-day global challenge to reduce and refuse single-use plastics.

Audubon has signed on as a [title sponsor](#) of the challenge and is spearheading the effort in New Orleans by creating a [“Plastic Free New Orleans”](#) team that the public can join. Audubon encourages people to sign up and invite friends and family to get involved.

“With recent news of reduced plastic recycling in our city, we see this as a timely opportunity to empower citizens, encourage behavior change, and decrease the amount of plastic going into our waste stream,” said Vice President and Managing Director of Audubon Aquarium of the Americas Rich Toth.

Once signed up, one can choose daily actions to focus on throughout the month, such as skipping the straw or bringing reusable bags to the supermarket. Participants can track their progress, share successes and challenges with their teammates, and earn points for completed actions. Extra points are awarded to those who refer friends and family through their online profile.

At the end of the month, Audubon will recognize top “Plastic Free New Orleans” team participants with eco-friendly prizes. There will also be a special Plastic Free July happy hour at Miel Brewery on July 31 from 5:30 p.m. – 7:00 p.m. to celebrate a successful month.

For people new to the plastic reduction effort, it can be helpful to try to focus on three or four tangible actions that they know they can stick to. Try focusing on ditching these top four disposable habits: straws, bags, coffee cups, and water bottles.

Follow these six steps to sign up:

1. Visit plasticfree.ecochallenge.org
2. Create an account by entering your name and contact information.
3. Under “Create or Join a Team,” select “Join an Existing Team.”
4. Search “Plastic Free New Orleans.”
5. Join Audubon Nature Institute’s team.
6. Select your challenges. You can edit these any time. The challenge begins July 1.

The [Plastic Free July Challenge](#) is presented by [Columbus Zoo and Aquarium](#), [Calgary Zoo](#), and [EcoChallenge.org](#).

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