

PARLEY



The Foundation for New York's Strongest

FOR IMMEDIATE RELEASE

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Friday Beach Cleanup –

Plastic litter collected will be turned into reusable shopping bags

WHAT:

The Foundation for New York's Strongest and Parley for the Oceans will host the first in a series of citywide volunteer beach cleanup events, kicking off their collaboration. Parley will turn some of the plastic items collected into Ocean Plastic® fabric that will be used to make special NYC-themed editions of their reusable Ocean Bags. The bags will be available March 2020, when New York State's ban on single-use plastic bags takes effect.



More information about the program:

<https://www.parley.tv/updates/parley-nyc-department-of-sanitation-plastic-bag-ban>

WHO:

CEO/Founder of Parley and staff

Executive Director of the Foundation for NY'S Strongest and staff

Volunteers from across NYC

WHEN:

Friday, July 12, 2019

3-5 pm

WHERE:

32nd Street Boardwalk Entrance, Far Rockaway, New York, 11691

About Parley for the Oceans

Parley for the Oceans is the global network where creators, thinkers and leaders from the creative industries, brands, governments and environmental groups come together to raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction. The organization has formed alliances with major corporations including adidas, Anheuser Busch InBev (Corona), American Express; the United Nations; the Maldives and collaborators spanning the worlds of science, art, fashion, design, entertainment, sports, and space and ocean exploration. To know more: www.parley.tv

About the Foundation for New York's Strongest

The Foundation for New York's Strongest, Inc. is the official nonprofit organization of the New York City Department of Sanitation. Supported by private funding and in-kind donations, the Foundation leverages non-traditional strategies including Parley AIR (Avoid – Intercept – Redesign) to promote sustainability and advance the essential services of Sanitation employees. To learn more, please visit nycstrongest.org.