



Media contact:

Deanna Haas
Hollywood Public Relations
781.749.0077
deanna@hollywoodpr.net

MEDIA ALERT

Plasticity Forum to Host 7th International Plastics Sustainability Conference in Dallas

- WHAT:** A big conversation on the future of plastic, Plasticity Forum returns to the United States as part of Earth Day Texas
- WHEN:** Friday, April 21st
- WHERE:** The Women’s Museum, Dallas, TX
- WHY:** A study from the University of Georgia’s College of Engineering found between 4.8 and 12.7 million metric tons of plastic entered the ocean in 2010 from people living within 50 kilometers of the coastline. Globally, some 280 million tons of plastic is produced annually, yet estimates suggest that only 10 percent is actually recycled. Capturing this waste stream presents a significant and untapped business opportunity, as does the redesign of packaging and the thought process around waste creation. Plasticity Forum presents ideas and opens up discussions on how to harness this material in new ways, both “pre” and “post” consumer use. The forum addresses design, materials, innovations, reuse and waste reduction in the aim of encouraging further innovation and collaboration.
- WHO:** Plasticity Forum is open to innovators, entrepreneurs, industry leaders, packaging producers, recyclers, waste-to-fuel companies, brand leaders, retailers and manufacturers, educators, think tanks, government agencies, designers and investors.
- This year’s speakers include industry leaders from As You Sow, Chevron Phillips Chemical Company, Dell, Morgan Stanley and others.
- ABOUT:** Plasticity Forum brings together leaders who can learn and collaborate with one another to help scale up some of the great solutions which are now coming to market. The goal is to have a world where plastic is used, but without creating a plastic footprint on our communities. Plasticity Forums showcase sustainable solutions and market opportunities for transforming plastic waste into a valuable resource. A global event, Plasticity was launched in Rio de Janeiro and has since been held in Hong Kong, New York, Portugal and London.
- REGISTRATION:** <https://www.eventbrite.com/e/plasticity-texas-tickets-31961152668>
- INTERVIEWS:** Doug Woodring, founder of Plasticity Forum and director/co-founder of Ocean Recovery Alliance, is available for interviews.
- CONTACT:** Deanna Haas, Hollywood Public Relations at 781.749.0077 / deanna@hollywoodpr.net.
Doug Woodring, Plasticity Forum at 415-481-9452

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