

## FOR IMMEDIATE RELEASE

### **New App Helps Citizens Fight Plastic Pollution in Communities Around the World**

As the worldwide plastic pollution problem grows, ordinary people are pressuring supermarkets to reduce plastics

- The equivalent of 1 million garbage trucks of plastic enter the world's the oceans every year. ([source](#))
- By 2050, there will be more plastic in the ocean than fish by weight. ([source](#))
- A recent survey showed 91 percent of people in the UK wanted a plastic-free aisle in the supermarket. ([source](#))
- NGO [Plastic Pollution Coalition](#) has teamed up with [Anew Mission](#) to help ordinary people create a collective movement to change industry behavior - to get supermarkets to stop using so much plastic.

The equivalent of 1 million garbage trucks of discarded plastic enter the world's the oceans every year. If we do nothing to stop the plastic pollution problem, experts predict there will be more plastic in the ocean than fish by weight by year 2050.

As awareness about plastic pollution grows, ordinary citizens are taking action to stop plastic pollution in their communities and putting pressure on corporations to do their part. A recent survey showed 91 percent of people in the UK wanted a plastic-free aisle in the supermarket.

But supermarkets and grocery stores appear to be using more plastic than ever. Watch the [#DrasticPlastic](#) video on [Facebook](#), [Instagram](#), or [YouTube](#).

"How can we get supermarkets to stop using so much plastic packaging? By downloading the [Anew Mission app](#), citizens can add their ideas, vote on the best ones, and strategize with us on how to make the solutions feasible," said Jeremy Agnew, founder of Anew Mission.

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