

PLANET OR PLASTIC?

MEDIA TOOLKIT

OVERVIEW

As the amount of single-use plastic ending up in the world's oceans continues to grow, National Geographic launches **PLANET OR PLASTIC?**, a multi-year initiative aimed at raising awareness of the global plastic crisis and reducing the amount of single-use plastic that is polluting our world's oceans.

This organization-wide effort will include a major research and scientific initiative; a consumer engagement campaign; internal corporate sustainability initiatives; and innovative partnerships with like-minded corporations, non-governmental organizations (NGOs) and recognized institutions from all over the world.

The launch coincides with the release of the June issue of National Geographic magazine, which takes an in-depth look at the role single-use plastic plays in our society and the impact it has on our environment.

Visit the **PLANET OR PLASTIC?** online hub natgeo.com/planetorplastic for continuous updates and fresh content over the course of the campaign. The June issue is available on print newsstands on May 29.



KEY MESSAGE & PROMOTIONAL PLUG

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National Geographic has launched **PLANET OR PLASTIC?** a multi-year initiative to raise awareness of the global plastic crisis and encourage its community to take a pledge to reduce consumption of single-use plastic.

Learn more at natgeo.com/planetorplastic.

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PLANET OR PLASTIC?

CONTENT HIGHLIGHTS

- In-depth, special feature in the June issue of National Geographic magazine revealing the scale, impact, and potential solutions to reducing global plastic pollution and consumption of single-use plastic
- Fast facts on plastic, including the latest striking statistics on the world's consumption of single-use plastic
- Travel feature on the impending death of the plastic straw
- #PlanetorPlastic hashtag challenge hosted by Your Shot, National Geographic's online photo community, where users can upload their photos and engage with others
- Videos including "Plastic 101," the history behind plastic, and plastic in cosmetics

KEY DATES

MAY 16: National Geographic launches Planet or Plastic initiative

MAY 16: June magazine feature publishes online

JUNE 5: UN World Environment Day

JUNE 8: World Oceans Day

USEFUL LINKS

PLANET OR PLASTIC? hub: natgeo.com/planetorplastic

Sign the Pledge at natgeo.com/plasticpledge

Press release [HERE](#).

Media opportunities [HERE](#).

PLANET OR PLASTIC?

SPOKESPEOPLE

JENNA JAMBECK | ([BIO](#)) ([@JambeckResearch](#))

National Geographic Explorer & Associate Professor, Environmental Engineering, University of Georgia

Jenna Jambeck, associate professor in the College of Engineering at University of Georgia, is internationally recognized for her research on plastic waste in the ocean and for co-creating the Marine Debris Tracker. She is cited extensively in the June issue's feature on plastic.

SUSAN GOLDBERG | ([BIO](#)) ([CLIP](#)) ([@susanbgoldberg](#))

Editor-in-Chief, National Geographic

Susan Goldberg can discuss why National Geographic is committed to reducing single-use plastic starting with an in-depth feature in the June issue on the pervasiveness of plastic.

LAURA PARKER | ([BIO](#)) ([@laurajoparker](#))

Writer of the "Pervasive Plastics" feature in the June issue of National Geographic

Laura Parker is a staff writer at National Geographic who specializes in covering climate change and marine environments.

BRIAN HOWARD | ([BIO](#)) ([@socialpyramid](#))

Senior Writer, Environment, National Geographic

Brian Howard is Senior Writer at National Geographic covering the environment.

RANDY OLSON | ([BIO](#)) ([@rolsonphoto](#))

Photographer of the "Pervasive Plastics" feature in the June issue of National Geographic

Randy Olson is an award-winning photographer who has covered stories for National Geographic Magazine around the globe for two decades.

CRAIG WELCH | ([BIO](#)) ([@CraigAWelch](#))

Environment Writer, National Geographic

Craig Welch is an environmental reporter who's investigated countless stories for National Geographic.

KATHRYN KELLOGG | ([BIO](#)) ([@goingzerowaste](#))

Writer and educator living a "zero waste lifestyle," featured in the June issue of National Geographic.

Kathryn Kellogg is a writer and public speaker who focuses on educating the public on the dangers of trash and plastic pollution. All of her trash for two years fits in a 16-oz. mason jar.

Additional researchers and scientists quoted in the June issue are available for interviews.

PLANET **OR** PLASTIC?

SUGGESTED TWEETS

Today I pledged to reduce the single-use plastic in my life. Join me and choose our planet! #PlanetorPlastic.

[@NatGeo](#) has launched a multi-year initiative to reduce single-use plastic in our oceans. Read about the global plastic crisis at natgeo.com/planetorplastic. #PlanetorPlastic

The June issue of [@NatGeoMag](#) reports on the global plastic crisis, its effect on our health and environment, and what we can do to stop it. natgeo.com/planetorplastic #PlanetorPlastic

FOR MEDIA INQUIRIES

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