

Media Kit



PLASTIC FREE EcoChallenge

a #plasticfree world, together



EcoChallenge.org

in partnership with the Westburn Institute



About

Plastic Free EcoChallenge is a 31-day global event for everyone to join!

Hosted by EcoChallenge.org, Calgary Zoo, and Columbus Zoo and Aquarium.
Joined by a coalition of North American zoos and aquariums.



The EcoChallenge Platform is a signature offering of EcoChallenge.org (formerly Northwest Earth Institute), a sustainability organization that provides innovative social and digital tools designed to be a launchpad for both emerging generations and sustainability leaders to create intention, take actions, and share reflections on their behavior change for climate change.
EcoChallenge.org



The Plastic Free Challenge originated with a non-profit group in Australia and has now been adapted for the zoo and aquarium community. As conservation and sustainability focused organizations, zoos and aquariums know how imperative healthy ecosystems and habitats are for future generations.
PlasticFree.EcoChallenge.org

[#PlasticFreeWorld](#) [#PlasticFreeEcoChallenge](#) [#PlasticFreeLife](#)

Live a plastic-free life.

65+

actions to take
plus create-your-own actions

within

example actions:

naked bins
refillable products
plant a garden
join a cleanup effort
swap the snacks

7

categories
of life's experiences

for

example categories:

community
family
pets
lifestyle
food

31

days
of plastic-free living

alongside

Zoos & Aquariums
across North America
and their staff + visitors!

Audubon Nature Institute
New England Zoo
Alaska SeaLife Center
Oklahoma City Zoo
Santa Fe College Teaching Zoo
Virginia Zoo in Norfolk

Encourage a plastic-free world.

use these hashtags

#PlasticFreeWorld

#PlasticFreeEcochallenge

#PlasticFreeLife

✓ follow

on Facebook, Instagram, and Twitter:
@ecochallengeorg

post, gram, tweet

Change is a constant, but climate change doesn't have to be. Join us in July for 31 days of #plasticfree living. Together, let's shift ourselves away from plastic dependency. #PlasticFreeEcoChallenge.

Let's break up with the stuff that doesn't break down. Join us in the #PlasticFreeEcoChallenge for the sake of a #plasticfreeworld. Register here: [insert team link]

Nobody likes change. Not even the climate. But one of us has to give. Will you give our world, our home a break from plastic pollution? Join us for #PlasticFreeEcoChallenge!

logos



share these graphics



^ example social media image



^ example poster

download graphics and print collateral:
plasticfree.ecochallenge.org/about/resources

short narrative

The 2nd Plastic Free EcoChallenge is here! Join us this July for a plastic-free life, and together we can turn our dream of a plastic-free world into reality. Alongside thousands of EcoChallengers around the world, you take on a 31-day EcoChallenge designed by you. Choose 'everyday' or 'one-time' actions from a collection of 65+ suggested actions, or get creative and create your own plastic-free actions! Better yet, gather your family, friends, schoolmates, co-workers, neighbors - anyone! - to join you. Create a team, join a team, or join our global Community Team. After all, change is always more fun when we're in good company.

Sign up today: PlasticFree.EcoChallenge.Org

resources to download

Social media graphics
Quotes from participants
Posters + postcard ready for print
EcoChallenge "How To" graphics
Challenge categories graphics
Participants' Tips PDF
& more

download graphics and print collateral:
plasticfree.ecochallenge.org/about/resources

“ testimonials



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