

A photograph of the Seattle skyline at dusk. The Space Needle is prominent on the left side, illuminated. The city lights are visible against a darkening sky. The text "strawless in seattle" is overlaid in the center in a large, white, sans-serif font.

strawless in seattle

LONELY WHALE FOUNDATION



**The world produces 300 million
tons of plastic each year, but
only about 10% is recycled**

in 2015, we produced 322 million tonnes of plastic

An underwater photograph showing a white plastic bottle lying on a sandy seabed. The bottle is the central focus, with its cap and ridged neck visible. Surrounding the bottle are various pieces of marine debris, including brown leaves, twigs, and small pieces of plastic. The water is clear, and the seabed is composed of fine sand and some green algae or seaweed. The overall scene illustrates the presence of plastic waste in the ocean environment.


**60% - 80% of all marine
debris is composed of
plastic**

260+ species have ingested or been entangled by plastic debris

A photograph showing a dead seabird lying on a ground covered with plastic debris and feathers. The bird's head is on the left, and its body is surrounded by a large amount of plastic waste, including colorful fragments and pieces of material. The ground is dark and textured, possibly sand or dirt, with many small stones and twigs scattered around. The overall scene is somber and highlights the impact of plastic pollution on marine life.

**An estimated 71% of seabirds
and 30% of turtles have been
found with plastics in their
stomachs.**

when they ingest plastic, marine life has a 50% mortality rate



**In the US we use 500M
single use plastic straws
every single day.**

**straws break down into small pieces known as “microplastics”,
which will never disappear but is mistaken by fish as food**

we decided to get involved



how do straws get into the ocean?

Plastic straws end up in the ocean primarily through human error. Oftentimes plastic straws are:

- 1) littered,
- 2) left on beaches in coastal communities and seaside resorts globally,
- 3) blown out of trash cans (frequently overfilled) or transport boats and vehicles.

Seattle's waste management infrastructure is sound, but not all communities have the same level of accountability.

Remember, all gutters and storm drains lead to our ocean.

can't we just recycle plastic straws?

Due to their small size, shape and weight, **plastic straws fall through screening equipment at recycling facilities** and are sent to landfill.



what about those who need straws?

We aren't anti-straw, just anti-plastic straw.

Everyone deserves to enjoy your delectable cocktails, coffee & pop!

We've been working with the disability community to **identify straws that work best for their physical needs.**

Anyone who has had a stroke, has autism, MS or other **life changing physical issue needs a straw.** Often, a compostable plastic straw or a paper straw may work best for them. So keep a few on hand just in case — please.

how do we solve this?

By having a bit of fun and showing leadership from the city that defines sustainability — Seattle.

STOP SUCKING
SAVE OUR OCEAN

in August we launched our global PSA



**500
MILLION
PLASTIC STRAWS
EVERY
SINGLE
DAY**

this September it's your turn...

Throughout the month of September we'll show the world that Seattle can do without single-use plastic straws.

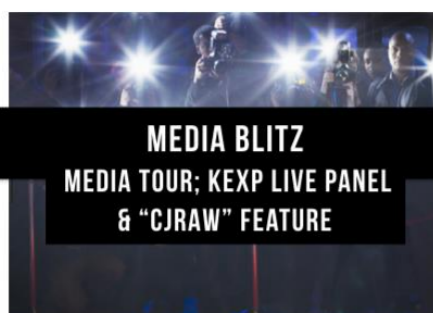
- **150+ restaurants, bars and hotels** have gone plastic straw-free,
- **CenturyLink Stadium and Safeco Field** converted to paper,
- **Space Needle, Chihuly Glass Museum, Seattle Art Museum, Seattle Aquarium, Woodland Park Zoo** – all plastic straw-free,
- **25+ Port of Seattle Seaport and Airport concessionaires** are also going plastic straw-free during September to join the movement!

strawless september: seattle 2017

This September, the Lonely Whale Foundation is partnering with key cultural, creative and business leaders throughout Seattle for a city-wide takeover. Each event will highlight our connection to, and effect on, to the ocean through the lens of one plastic product which connects us all: the straw.



NATIONAL INFLUENCERS
FAST COMPANY & RACHEL RAY FEATURE



MEDIA BLITZ
MEDIA TOUR; KEXP LIVE PANEL
& "CJRAW" FEATURE



STRAWLESS COCKTAILS
STRAWLESS OCEAN POP-UP BARS



CITY TAKE-OVER
250+ RESTAURANTS, BARS,
HOTELS, & COFFEE HOUSES
GO PLASTIC STRAW FREE



SEATTLE CELEBRITY PSA
WITH LOCAL HEROES



CHIHULY GARDEN AND GLASS
& THE SPACE NEEDLE
PRIVATE CLOSING RECEPTION



#STOPSUCKING PHOTOBOOTH
POP-UPS ACROSS SEATTLE



WATERFRONT ACTIVATION
CONCERTS ON THE WATERFRONT,
PRESENTED BY FRIENDS OF
WATERFRONT SEATTLE



VISIT SEATTLE
HOSTING DIGITAL PROMOTION OF
PARTICIPATING SEATTLE SPACES



ARTS AND CULTURE
GALLERY OPENING & ART,
AQUARIUM & ZOO FAMILY ACTIVITIES



NUBE9
TRENDY MERCHANDISE MADE FROM
RECOVERED PLASTIC



STRAWLESS SPORTS
SEAHAWKS, MARINERS, & SOUNDERS
GO PLASTIC STRAW FREE

championing the cause

We aren't anti-straw we just want to get people to stop using single-use plastic straws!

We recommend two actions:

1. Make your **straws on demand!** We estimate that you will see a 50% drop in consumption.
2. Use a **marine degradable option** that is certified compostable.

Tell your customers using our in-house signage about **your commitment** and why it matters.

Proudly display your beautiful **Strawless Ocean straw** available at a **50% discount to participating venues.**

championing the cause

WHAT ABOUT PLASTIC STRAWS ARE **BAD FOR OUR OCEAN?**

MOST ARE NOT RECYCLABLE
While some straws are made from #2 or #5 plastic (which is recyclable) these straws are too lightweight and often don't make it through the recycling sorter.

WHY SHOULD I CARE?

PLASTIC STRAWS END UP IN OUR OCEAN
We use **500 Million** plastic straws everyday in the U.S. alone! They pollute the water & harm sealife.

If we don't act now, by 2050 there will be **more plastic than fish** in our ocean.

HOW CAN I HELP?

#STOPSUCKING ON PLASTIC
To make it easy for you, we've joined Lonely Whale Foundation's *Strawless In Seattle* campaign, choosing to only offer a marine degradable (paper) alternative when requested. Support our ocean and challenged others to join the movement!

#STRAWLESSINSEATTLE • STRAWLESSOCEAN.ORG/SEATTLE

store front
poster

MISSING SOMETHING IN YOUR **DRINK? THERE'S A REASON FOR THAT.**

PLASTIC STRAWS ARE HURTING OUR OCEAN
We've joined the Lonely Whale Foundation's *Strawless In Seattle* campaign, only offering a marine degradable (paper) alternative on demand. Let us know what you think!

WHY ARE WE STRAWLESS?

PLASTIC STRAWS END UP IN OUR OCEAN
We use **500 million** plastic straws everyday in the U.S. alone. Many plastic straws are **NOT** recyclable and end up in our ocean, polluting the water & harming sealife.

If we don't act now, by 2050 there will be **more plastic than fish** in our ocean.

@LONELYWHALE • #STRAWLESSINSEATTLE • STRAWLESSOCEAN.ORG/SEATTLE

table tent

coasters



STRAWLESS IN SEATTLE

JOIN THE MOVEMENT.
#STOPSUCKING ON PLASTIC.

SAVE THE OCEAN

WWW.STRAWLESSOCEAN.ORG/SEATTLE

LEARN MORE, THEN JOIN THE MOVEMENT.

Leading Seattle businesses and cultural icons have committed to incorporating marine degradable alternatives to single-use plastic straws resulting in the radical reduction of plastic straw consumption in Seattle.

STRAWLESSOCEAN.ORG/SEATTLE
@LONELYWHALE #STRAWLESSINSEATTLE

take-away cards

A photograph of the Seattle skyline at dusk. The Space Needle is prominent on the left side, illuminated. The city lights are visible against a darkening sky, with mountains in the background. The text "thank you" is overlaid in the center in a large, white, sans-serif font.

thank you

LONELY WHALE FOUNDATION

the alternatives...

