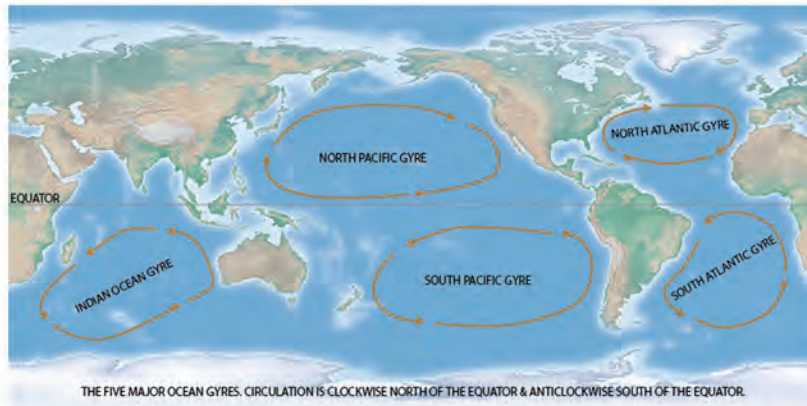


It's Time to Take Action.

Most of us are now aware of the North Pacific Gyre (often referred to as The Great Pacific Garbage Patch). It is an area in the North Pacific Ocean where trash gathers due to the prevailing oceanic currents. Its span is estimated to be roughly twice the size of Texas holding a column of trash at least a half mile deep.



There are five such gyres on planet earth, each containing millions of tons of plastic debris. The five gyres helped mask the plastic pollution problem for decades, but in recent years we've begun to see the magnitude of the problem displayed on some of our most remote islands and pristine beaches.



Pacific Plastic Paddle 2016: "SUP for ReSUP"



The Pacific Plastic Paddle is a first-ever event. Tom Jones, a world-class athlete from Huntington Beach, California, will stand up paddle a 2,351 mile long course from San Francisco, California to Oahu, Hawaii over a four-month timeframe beginning in May 2016. Tom has successfully completed similar events in the past to promote causes aligned with the mission of his 501(c)(3), the Tom Jones Foundation. The focus of this event is to raise awareness about the problems associated with single use plastics (SUP), develop educational programs for our youth and to support ongoing efforts to foster a new culture, regarding plastic consumption.

Our long-range vision is to positively contribute to the growing global effort and cultural movement to motivate humanity toward a commitment to environmental stewardship. As part of this vision, we want to present an accurate and quantified picture of the danger of plastic in our environment. We will do this to encourage lawmakers, industry, and the public at large to take serious action towards reversing pending disaster.

To learn more, or to become actively involved, please visit www.tomjonesendurance.com or call 714-264-9070.

Introducing:

ReSUP™

A generation rethinking single use plastic



ReSUP™...

Because "away" doesn't exist.



Ever considered what happens when you throw plastic "away?" Actually, there is no "away;" just landfills, incinerators, recycling facilities and the like. Plastic doesn't "go away." It just adds to the toxicity of our planet. Fact is, most of it ends up in our oceans at some point; an alarming statistic since scientists believe that every piece of plastic ever made is still with us...and will be for a long, long time. And, as long as we continue to use plastic without accountability, the situation will worsen.

There are many good uses for plastic-- uses where its longevity is an incredible asset. But 50% of ALL the plastic we use is single use plastic; meaning it is used once and discarded -- a practice that threatens to destroy our planet, and life as we know it.

Rethinking Single Use Plastic

ReSUP is an acronym for **R**ethinking **S**ingle **U**se **P**lastics. Most of the single use plastics we consume (including plastic shopping bags, water bottles, flatware, fast food cups and straws) are not necessary, yet they make up a substantial portion of our trash. Each of these items can easily be replaced with sustainable and compostable substitutes with virtually zero inconvenience to mankind. Our focus will be to motivate consumers to **REFUSE, REDUCE, REUSE and RECYCLE** as means to combat the single use plastic issue.

ReSUP is a multi-faceted program designed to educate, motivate and inspire young people to change the way we, as a society, view single use plastics. Studies show in the U.S. that we now have the first generation of children who are environmentally conscious in the first grade! This is exciting news, and the reason our first priority is to develop a school curriculum targeted initially at the elementary school level. A secondary facet of the **ReSUP** campaign will be to build strategic partnerships with other entities with the mission of integrating our curriculum into their existing educational programs.

A third facet of the program will be a consumer and foodservice advocacy program which will focus on **REFUSING** to be part of the single use plastic problem.

Table tents, window signage and an aggressive marketing and advertising campaign will be used to convey this message to the foodservice industry and the public.

Launching this program will be a major effort, and that's exactly what we have planned for Summer 2016 when the campaign begins. See the back of this pamphlet for information on The Pacific Plastic Paddle.



Front and back of the ReSUP foodservice table tent program

