



UPCYCLE THE GYRES SOCIETY | UPGYRES.ORG | Vancouver, Canada

Immediate Release – Friday, December-11-15, Vancouver, Canada.

PAC NEXT SUPPORTS UPGYRES' 2016 CLEAN UP THE OCEANS CONCERT

Upcycle the Gyres Society (UpGyres) is very pleased to announce that it has secured support from PAC NEXT.

UpGyres' Clean Up the Oceans Concert would not be possible without the generosity of all our supporters and sponsors and we are happy to count with the support of PAC NEXT to make our second annual event a HUGE success.

The 2016 Clean Up the Oceans Concert will feature solar energy, vendor's and information booths, beer garden, secure bicycle parking and free entrance for children under 12 and the differently able. The concert celebrates Vancouver's diversity, it involves local musicians and global food to influence society through art and culture in spurring behavioural change with community engagement and participation

Jose Luis Gutierrez-Garcia, Project Director at UpGyres, said:

"We welcome the Packaging Consortium (PAC); and PAC NEXT' support of UpGyres will promote the 2016 Clean Up the Oceans Concert through awareness and communication to its members and professional network and help UpGyres work to engage the community in diverting plastic packaging from landfills, waterways and the oceans of Canada and around the world."

Alan Blake PAC Product Director, Packaging and Food Waste said:

"PAC NEXT is delighted to be a supporter of the UpGyres 2016 Clean Up the Ocean Concert. It's an excellent fit with for our members and our focus on transparent collaboration across the packaging value chain to find cost effective solutions that avoid valuable packaging materials going into landfill and the oceans."

About UpGyres:

- INFORM that plastics are too valuable to waste and do not belong in the ocean.
- CREATE the technology, equipment and methodology necessary to prevent plastic waste from reaching waterways, and to salvage plastic resources from the global ocean.
- IMPLEMENT solutions for transforming discarded plastics into resources.

About PAC and PAC NEXT:

PAC NEXT is an initiative of The Packaging Consortium (PAC) and has a vision of "A World Without Packaging Waste." PAC has over 2,100 associates, is North American centric with global access; it drives progressive change in the packaging value chain through leadership, collaboration and knowledge sharing. PAC's networking process includes webinars, seminars, conferences, competitions, facility tours, education programs, trade shows, technical work groups and social activities.

Upcycle the Gyres Society
Vancouver, Canada Tel : +01 604 984 4327
Email: joseluis@upgyres.org | Website: UpGyres.Org