

# RING LEADER REPORTER

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## **ADOPT-A-BEACH 2014: HI-CONE & LEAVE NO TRACE TURNS ADOPT-A-BEACH INTO EDUCATIONAL VIDEO**

On a beautiful fall morning, along the shores of Chicago's Osterman Beach, the 2014 Adopt-A-Beach starts unfolding at 9 a.m. Hi-Cone volunteers begin arriving, carrying clipboards, task lists, garbage bags, and protective gloves.

Clearly, this is much more than just a day at the beach. Hi-Cone people are here to do their part, along with thousands of folks who freely give their time to make the world's waterways, lake-fronts, and ocean vistas more beautiful. This fall, 650,000 people in over 92 countries removed over 12.3 million pounds of trash from our beaches and waterways.

Hi-Cone volunteers worked in concert with the Alliance for the Great Lakes and International Coastal Cleanup (ICC) Organization. Besides litter disposal, Adopt-A-Beach teams monitor and collect information on each piece of debris that is picked up. This information is fed into the Ocean Conservancy Database – the only empirical, scientific bank of information that shows a true picture of the real issues in marine debris. At Osterman Beach 305 attendees recorded 10,513 items of trash and debris that was analyzed to identify major sources of litter, improve public policy, and better-educate the public on ways to improve our beaches.

This database also provides Hi-Cone with accurate information on 6-pack rings – data that helps ensure the rings remain a negligible entanglement risk. This year's global data confirmed, as it has every year, that ring carriers are not a significant cause of litter or animal entrapment issues.

Our environmental partners, Leave No Trace (LNT), and their mascot, Big Foot, were on hand to help spread the word about responsible consumption and active stewardship of the outdoors. LNT uses educational programs with over 21,000 trainers as the primary vehicle to convey its message. LNT Traveling Trainers, TJ and Pat, were talking with students and volunteers as well as helping with the cleanup.

The cleanup also provided a terrific opportunity to video tape the great work at the lake to help educate people on Hi-Cone ring carriers. Many are unaware that Hi-Cone multipacks are produced from photodegradable, non-toxic plastic. In ultraviolet light, such as sunlight, the carriers degrade and break down into smaller and smaller pieces of inert, harmless material.

Photodegradable carriers start to lose their strength very quickly after exposure to sunlight. As they are lighter than water, Hi-Cone carriers float on water surfaces and continue to photodegrade. Once a photodegradable carrier has become brittle, it presents negligible danger to wildlife. The ring carriers are recyclable wherever #4 plastics are accepted. See our new video with LNT's Big Foot by clicking [here!](#)

A special thank you to Joel Brammeier, President & CEO, Alliance for the Great Lakes, for taking the time to support Osterman Beach Adopt-a-Beach contribute to our video. Hi-Cone embraces opportunities to develop relationships with organizations whose goals and ideals closely reflect Hi-Cone's philosophy. We look forward to next year's Adopt-A-Beach. work with Leave No Trace. Many thanks to our volunteers for donating their time.