

## MEDIA RELEASE

## HI-CONE ADOPT-A-BEACH 2010: A RECORD BREAKING SUSTAINABILITY EFFORT



**SEPTEMBER 25, 2010** Hi-Cone again joined the Alliance for the Great Lakes for its Adopt-a-Beach program at Chicago's Osterman Beach to collect and record accumulated debris and clean the Lake Michigan Shore. The Alliance for the Great Lakes Adopt-A-Beach program is part of the Ocean Conservancy's International Coastal Cleanup's global network that unites volunteers worldwide to pick up shoreline trash and categorize trash data. Every year in September, more than 500,000 people in over 100 countries remove millions of pounds of trash from beaches and waterways all over the world.

For the past 18 years, Hi-Cone employees have devoted their own time at Osterman Beach and are joined by local high school students and neighbors in picking up trash and other unwanted debris. On hand this



year were 175 Students from Senn High School and 25 students from Mather High School as well as students several other local schools. Illinois State Representative Harry Osterman, who's mother the beach is named after, was also present to lend his support.

This important initiative is part of the Ocean Conservancy's data collection, which provides the only empirical database about animal entanglement. While ring carriers are part of the environmental landscape, this year's data again confirmed again, as it has every year, that ring carriers are not a significant cause of litter or animal entrapment issues.

"This year, we were pleased to find that six-pack rings were a negligible amount of what gets picked up on the beaches, which is what has been found in previous years. When rings are found we are reminded that the need for recycling education continues," said Hi-Cone's Matt Hayden.

Including Hi-Cone employees and their families, more than 286 volunteers were out cleaning up Osterman Beach. This is a record number of attendees since the Adopt-A-Beach program and Hi-Cone's partnership started. The volunteers collected bags of trash and recyclables and over 4,000 pieces of debris were accounted for in the collection.