

# RING LEADER REPORTER

## OCEAN CONSERVANCY APPLAUDS HI-CONE FOR INNOVATIONS TO THE SIX-PACK CARRIER

Over the past 25 years, the Ocean Conservancy's International Coastal Cleanup has become the world's largest effort for ocean health. Nearly nine million participants from 152 countries and locations have cleaned 145 million pounds of trash from the shores of lakes, streams, rivers, and the ocean on just one day each year. They have recorded every item found, giving us a clear picture of the manufactured items impacting the health of humans, wildlife, and economies. The 25th Anniversary Report highlighted innovations that have made a difference in protecting the ocean including Hi-Cone's innovation to the six-pack carrier to help ensure the protection of wildlife. The Annual Report recounts "When cleanup volunteers reported encountering marine animals entangled in six-pack holders, Hi-Cone decided to make a safer product. The company created a new, photodegradable plastic in 1988. Within weeks of exposure to sunlight, the material breaks down and breaks apart with the force of waves, wind—or an entangled animal's movements.

Over the past 25 years, data from the Ocean Conservancy International Coastal Cleanup has created the only empirical database of ocean debris and entanglements in the ocean and waterways. Providing current, accurate, information, this database is an invaluable tool to help identify and focus resources on priority issues based on carefully recorded facts rather than anecdotal information.

The perceptions of six-pack ring carriers sometimes does not match the facts provided in the Ocean Conservancy data. Environmental myth has a solid hold on the perception that six-pack rings are a leading cause of entrapment. While ring carriers are part of the environmental landscape, the facts are that animal entanglements are rare and fishing line, rope, miscellaneous debris, plastic bags and the like, are far greater risks. Over the past 25 years, one animal entangled in ring carriers has been found for every 1,998 miles of shoreline and waterways.

The 2010 information from the Ocean Conservancy International Coastal Cleanup shows entanglements from six-pack carriers to be less than 1% of the total entanglements, reporting a total of 6 animals entangled in 14,520 miles of the shores of lakes, streams, rivers, and the ocean.

The Ocean Conservancy looks to the future with Hi-Cone, acknowledging its ongoing work: "Hi-Cone has gone above and beyond in terms of reducing the environmental impact of its product. The company not only developed a new material, but it also created the Ring Leader program to recapture and recycle the rings. More than 12,000 schools, businesses, and groups around the world have helped keep the rings out of the environment—including the ocean—by participating in the free Ring Leader Recycling Program ([www.ringleader.com](http://www.ringleader.com))."



### INTERNATIONAL COASTAL CLEANUP

## 25-YEAR DATA SUMMARY



### 25 Years of Entangled Wildlife Found

	AMPHIBIANS	BIRDS	CORALS/ SPONGES	FISH	INVERTEBRATES	MAMMALS	REPTILES	TOTAL
BEVERAGE BOTTLES	3	8	0	27	47	13	2	100
BEVERAGE CANS	1	2	0	15	17	1	0	36
CRAB/LOBSTER/FISH TRAPS	1	11	1	48	106	3	3	173
FISHING HOOKS	2	76	0	54	10	3	6	151
FISHING LINE	9	722	14	553	237	46	55	1,636
FISHING NETS	3	153	1	249	207	29	30	672
BAGS (PLASTIC)	13	102	0	142	91	33	23	404
RIBBON/ STRING	0	91	0	37	29	7	2	166
ROPE	4	160	0	114	53	71	24	426
6-PACK HOLDERS	2	63	0	52	21	3	5	146
PLASTIC STRAPS	2	30		34	12	5	5	88
WIRE	1	31	1	16	13	7	6	75
<b>TOTAL</b>	<b>41</b>	<b>1,449</b>	<b>17</b>	<b>1,341</b>	<b>843</b>	<b>221</b>	<b>161</b>	<b>4,073</b>

SOURCE: OCEAN CONSERVANCY/INTERNATIONAL COASTAL CLEANUP