



**Project Kaisei Launches Global World Ocean Sports Clean-up Event**  
Environmental organization brings together surfers, paddlers, sailors and divers  
to address the problem of floating plastic waste in the ocean

(Hong Kong, June 2, 2009) Project Kaisei, an environmental organization that has been established to address the problem of floating plastic waste in the Pacific Ocean, has announced the launch of its global World Ocean Day event. This event brings together four of the largest ocean sports communities for a common cause – cleaning our seas.

Athletes and ocean enthusiasts from the surfing, paddling, sailing and diving communities will gather together on June 7th with their respective teams in order to carry out a local clean-up effort at sea, and along coastlines. The "Surf N Pick," "Paddle N Pick," "Sail N Pick" and "Dive N Pick" activities are in honor of World Ocean Day (June 8<sup>th</sup>) and Project Kaisei, a mission to help draw attention, and bring solutions to, the plastic vortex. The plastic vortex is an area of the Pacific Ocean containing an estimation of millions of tons of floating plastic waste in a mass that is thought to be twice the size of Texas, or four times that of Japan.

Sometimes referred to as the 'Eighth Continent', this plastic waste in the oceans is killing marine life, entering our food chain and growing daily. In the main seafood consuming nations of the world, which includes Hong Kong, China and Japan, the issue of plastics in our oceans, and the toxins they carry with them, is cause for growing health concerns.

The World Ocean Day events ("Paddle N Pick") will help educate local ocean lovers about the plight of our oceans. The clean-up will be for 3 hours, at the beach or water area of their choice. Already the countries of China (Hong Kong), Japan, Costa Rica, Australia, Singapore, South Africa, England, Guam, the U.S. and Canada will have participating groups. Each will be asked to raise some money for their efforts, with 50% of the donations going to a local charity of their choice, and 50% to Project Kaisei.

This is the first time that all four large ocean sports groups have been united under a common cause. Most beaches in the world have evidence of human activity and plastic waste, and this problem is exacerbated in the middle of the Pacific where plastic breaks down but does not biodegrade. It is then mistaken for food, killing hundreds of thousands of turtles, marine life and birds every year.

Project Kaisei is now recognized by the United Nations Environment Program (UNEP) as one of a few "Climate Heroes" worldwide that have been selected in the run-up to the

Copenhagen climate talks in December. "The water in our oceans is like blood for our planet," said Doug Woodring, ocean and conservation expert from the Project Kaisei Hong Kong Team. "If we continue to fill it with toxins, such as plastic, it will be to the detriment of all life on earth. We feel strongly that the presence of the floating mass of plastic in the oceans needs to be brought to everyone's attention."

The Mission also hopes to understand what is needed to undertake an eventual large scale clean-up of the waste material and test the technology for conversion into fuel, an economically viable by-product. If the Mission proves successful, and large volumes of plastic can be captured and processed, then a full clean-up plan will be initiated within 18 months.

"Solving a problem starts with knowing that you have one," commented Sylvia Earle, 'Explorer-in-Residence' National Geographic, Mission Programs. "Project Kaisei vividly shows how discarded plastics are clogging the ocean, causing a major problem for the planet's vital 'blue heart.' The plastics entangle marine life and insidiously kill as it accumulates in the food chain, from tiny plankton to great whales. Best of all, the mission highlights hope with ideas for positive action."

Project Kaisei's World Ocean Day events are a great way to bring local communities together to educate people about how plastics are used, and mis-used, in our society. Those who use the ocean as their playground for sports are among the biggest supporters of better ocean health, and this group will be a powerful global voice in bringing about change in our society, both in how we can clean what we have destroyed, and by supporting new technologies and policies for plastic use.

More information can be found under World Ocean Day on our website [www.projectkasei.org](http://www.projectkasei.org).

- Ends -

## **About Project Kaisei**

Project Kaisei consists of a team of innovators, ocean lovers, sailors, scientists, sports enthusiasts and environmentalists who have come together with a common purpose. To study how to capture plastic waste in the ocean and how to capture, detoxify and recycle it into diesel fuel. This first research Mission, scheduled for the summer of 2009, will be critical to understanding the logistics that will be needed to make a successful clean-up operation possible as some of the technology required for such a feat has never been utilised under oceanic conditions.

Project Kaisei will examine the largest area of the Plastic Vortex, an ocean vortex, situated to the North East of Hawaii, and approximately five days by boat from land. The Mission's aim is to study how to remove some of the plastic from the ocean for experimental recycling, along with new scientific testing that has never been carried out before.

For more information please visit: <http://www.projectkaisei.org/> and look under “World Ocean Day”

**For media enquiries, please contact:**

Fleishman–Hillard  
James Hacking  
Tel: (852) 2111 5856  
Email: [james.hacking@fleishman.com](mailto:james.hacking@fleishman.com)  
[doug@projectkaisei.org](mailto:doug@projectkaisei.org)

Project Kaisei  
Doug Woodring  
Tel: (852) 9020 3949  
Email: