

**PRESS RELEASE: Distributed on behalf of Modbury – the world's 1<sup>st</sup> plastic-bag-free town**

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## **Town hoists plastic bag sail to help debris-clogged oceans as America's Cup gets underway**

A South Devon town, which made worldwide headlines when it became the first to go plastic bag free, is putting its support behind the forthcoming America's World Cup Series, and using the occasion to raise awareness of the continuing plastic pollution of the oceans.

With the city of Plymouth coming under the global microscope during America's Cup Week, the nearby town of Modbury will hoist a sail with sewn-on plastic bags and bottles collected from nearby beaches and SAVE OUR OCEANS emblazoned across it.

It will also be flying flags and banners and dressing shop windows in support of the event and welcoming America's Cup visitors to the town.

Modbury representative James Pritchard-Barrett, a keen yachtsman himself, said: "Rebecca Hoskings, who is Modbury born and raised, pioneered the idea of having a plastic bag free town in 2007 when she returned from filming for the BBC in the Pacific and saw a heartbreaking level of suffering among wildlife – all because of discarded plastic.

"The America's Cup seemed too good an opportunity to miss to continue our town's ongoing campaign to clear up the billions of plastic bags clogging up our oceans and while we remain a plastic bag free town much more needs to be done.

"Many of our town's people are massive supporters of ocean environmental issues. We've been down on our local beaches to collect rubbish and we've got together to sew this huge sail that will be hoisted above Modbury town on the green. It will be a real spectacle."

The America's Cup World Series, which begins on September 10, is expected to attract a huge number of people from across the world, many of which will stay in the South Hams.

While banners welcoming them to Modbury will hang with bunting and flags across the street, it is hoped the sail will help raise awareness of the on going issues of the pollution of the seas.

Mr Pritchard-Barrett said: "The flag is a great way to illustrate how much damage this litter can do to marine wildlife and we hope it will encourage visitors to our town to get involved and do something to help our oceans.

“Once the America’s Cup is over, we’ll erect the flag periodically when the town undergoes its regular get togethers to clear the local beaches of rubbish.”

ENDS

**This press release has been by organised by Modbury & Area Chamber of Commerce and the Modbury Tourist Information Centre**

#### EDITORS NOTE

The flag will be erected on Friday 9<sup>th</sup> September at 12 noon. Modbury welcomes photographers, journalists and film crews to record the event.

Locals are involved in making the flag in the White Hart.

The America’s Cup takes place September 10-18

For further details and for information on other business involvement please contact James Pritchard-Barrett on 01548 831070 or 07808 785178.