



PRESS RELEASE
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PLASTICS-FREE INITIATIVE COALITION NOW HAS ITS OWN WEBSITE!

(MIAMI, FL, November 2, 2020) The [Florida] Plastics-Free Initiative Coalition (PFI) website has been launched as www.plasticsfreeinitiative.org. Come check it out! This website is part of the PFI Awareness Campaign to educate the public and provide information on environmental news, upcoming events, outreach on our Coalition members, and committees for education, merchants, and legislation/public policy.

We have active Coalition members that are mentioned throughout the website that are out front on identifying areas of pollution and actively working toward stopping it by promoting awareness to the public, by showing what we can do as concerned citizens, and going to our community leaders for answers and, where needed, going to fight for change through legislation or public policy. VolunteerCleanUp.org, Surfrider, Oceana, Biscayne Bay Marine Health Summit, DebrisFreeOceans are just a few names of many that you should be seeing in the news!

The Plastics-Free Initiative Program - The Woman's Club of Coconut Grove founded this program 2018-19 to encourage businesses, organizations, and all concerned Floridians to:

- (1) **reduce/minimize or ban**, where possible, the use of **single-use plastics**.
- (2) organize a grassroots coalition to **develop educational programs** and materials for Miami elementary and secondary students, as well as other community members. This effort will encourage people to appreciate our coastal waterways and be aware of the damage caused by single-use plastics.
- (3) **implement Surfrider's Ocean Friendly Restaurants Program** as a grassroots business approach to reduce pollution and to promote goodwill with our merchants to use eco-friendly alternatives.

The Plastics-Free Initiative Coalition (also known as Florida Plastic Free Coalition) – The Woman's Club of Coconut Grove established the Florida Plastic Free Coalition which partners with local businesses, organizations, and all concerned Floridians in order to minimize or possibly stop the amount of plastics collecting on Florida's shores. This issue has become a hot topic in the areas of the state that border oceans due to the effect plastics are having on the ecology and marine animals. In seeking registration for its own trademark, the name has been filed as Plastics-Free Initiative Coalition. Our PFI logo remains the same as we are located in Florida.

About the Woman's Club of Coconut Grove - The Woman's Club was founded in 1891 and is dedicated to enriching the community through the promotion of public welfare, education, civic improvement, historic preservation, and the advancement of the arts and culture while fostering good fellowship among its members. The club has served as a social, educational, and cultural

center throughout its history. It is a place where women and men come together, build relationships, and create community through service activities.
www.WomansClubofCoconutGrove.org.

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Interview opportunities available upon request. Billie Jean Baldwin, program founder, can be contacted at baldwinbj70@gmail.com. The Woman's Club of Coconut Grove is located at 2985 South Bayshore Drive, Coconut Grove, FL 33133. Phone: [\(305\) 446-2909](tel:3054462909).