

Surfrider Project

In this project, our group worked with our client the Surfrider Foundation to create a multimedia campaign in order to spread awareness of Surfriders initiatives. Surfrider is an international nonprofit organization devoted to protecting the environment. The 3 initiatives include Rise Above Plastics, Know Your H2O, and No Border Sewage. Our group specifically focused on the **Rise Above Plastics** initiative which focuses on reducing plastic use and finding eco-friendly alternatives to plastic products.

What can we do instead of Recycling?
REDUCE!

Plastics are one of the major toxins of our time. They are a deadly source of pollution whose negative effects are irreversible and capable of affecting countless generations to come.

Many people believe that recycling plastic will help minimize and completely stop the hazardous effects...

IT DOESN'T.

“WHEN YOU RECYCLE A HAZARD, YOU CREATE A HAZARD. RECYCLING OF TOXIC WASTE... PUTS THE HAZARDOUS MATERIAL BACK... INTO THE ENVIRONMENT THEREBY MAKING NO REDUCTION IN TOXIC USE.”

Statistics & Info

Plastics affect everyone and everything!

Reducing is the only way to stop the hazards of plastic.

Plastic contains chemicals such as benzie, vinyl chloride, BPA and phthalates.

How do chemicals affect animals?
Studies show that low-dose exposure to these chemicals during animal pregnancy may be linked to cancer and reproductive problems.

How about humans?
Sperm quality goes down in males and early puberty occurs in girls when exposed to phthalates. The toxins also cause birth-defects, cancer, damages in the nervous system, and immune system, and affecting the blood and kidneys.

And Earth?
When plastics are burned a chemical called dioxin is released. Dioxin affects the atmosphere, the ozone layer, and the quality of air.

More than **80%** of marine pollution comes from human activities on land.

60,000 plastic bags are discarded in the U.S. every five seconds.

Every square mile of ocean has about **46,000** pieces of plastic floating in it.

Plastic bags cause over **100,000** sea turtles and other marine animal deaths.

Sources:

These 2 images are our groups brochure that we created gathering information and statistics on plastic use and informing people about the harmful effects of plastics and the seriousness of the problem at hand. We also suggested ways that the reader could help contribute to the Rise Above Plastics objectives.

Rise Above Plastics

...IS A SURFRIDER INITIATIVE
that was created to inform people the risks and dangers of plastic use, how it is affecting the earth and how minimizing plastic use is the only way to reduce the hazards that plastics bring to the planet.

SURFRIDER also promotes beach clean-ups and other activities to encourage people to be eco-friendly.

Now it's your turn

There are many ways you can help Rise Above Plastics. Some of the easiest and most effective ways include:

- Reusing **water** bottles instead of buying a new one
- Bringing your own **reusable bag** to the grocery store
- Purchasing a **purified water filter** for your home
- Attending **beach cleanups** and spreading the knowledge about plastics!

For more information visit www.surfrider.org

Rise Above Plastics

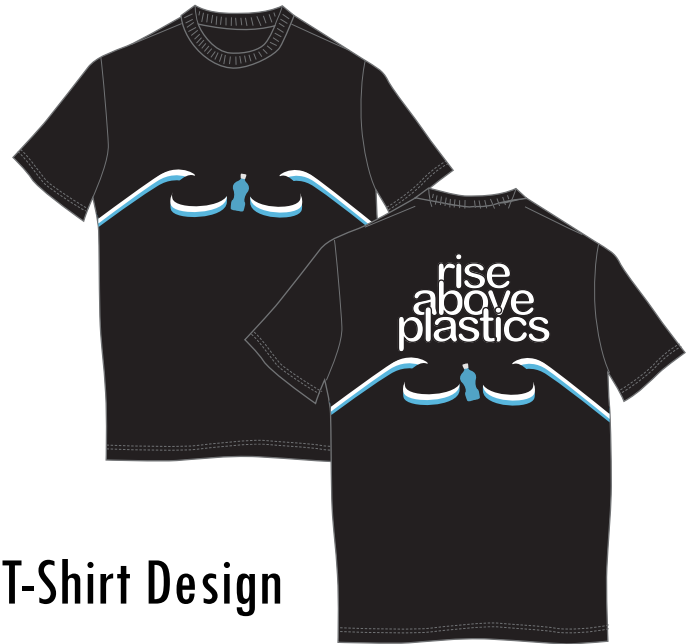
SURFRIDER FOUNDATION
SAN DIEGO COUNTY CHAPTER

Final Products

Our group worked together to create these products that all relate to each other to convey Surfriders message. We used the same unique designs for our poster, t-shirts and email header. And used a different style for our webbanner and buttons to give a little more variety to our multimedia package.



Poster Design



T-Shirt Design



E-Mail Header



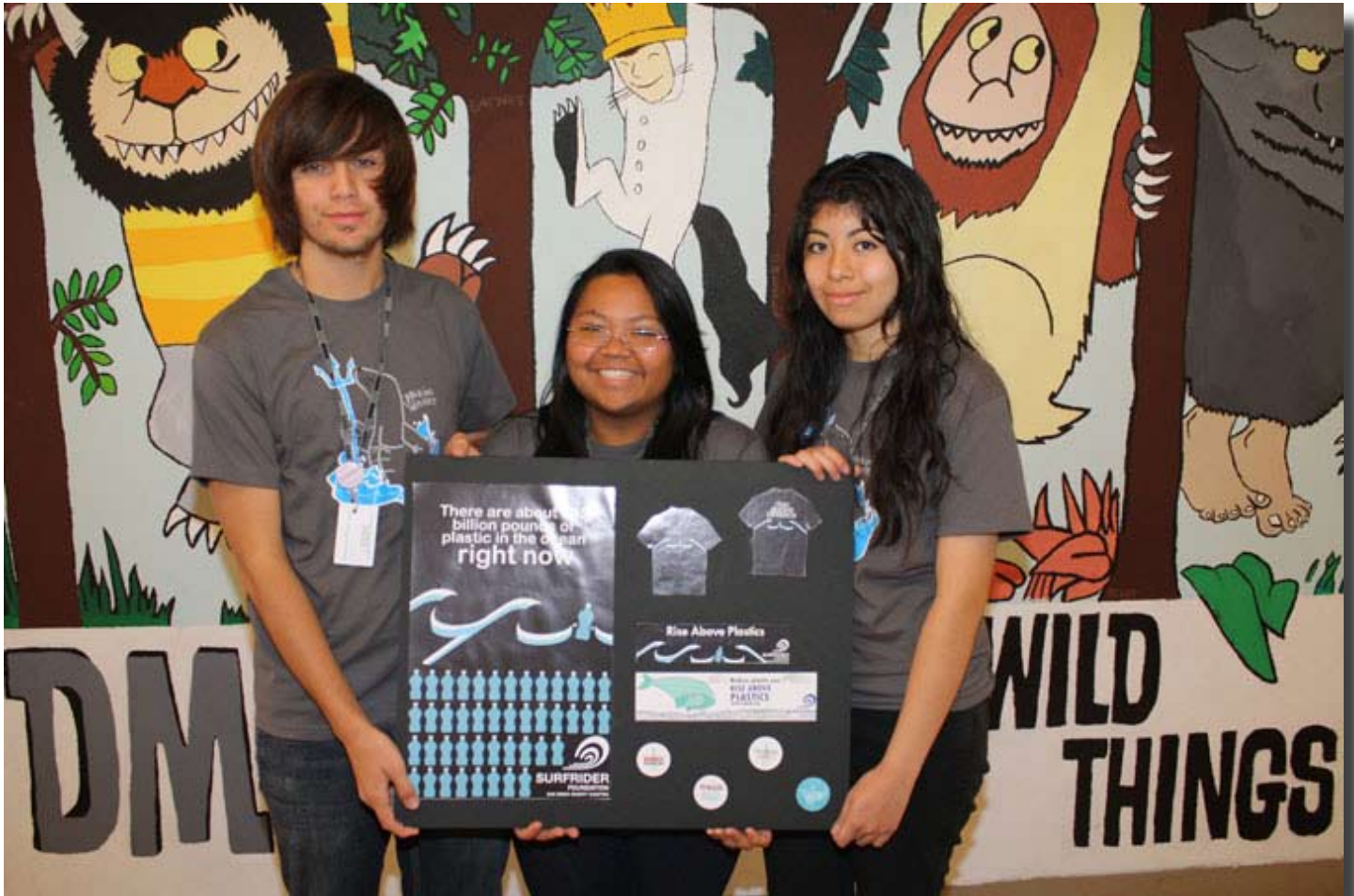
Web Banner



Set of 4 Pins

Outcome

We then took all of our components that we developed and combined them onto one poster board which we presented to guests coming into view multiple student presentations and evaluating us on our presentation and the quality and effectiveness of our work. Our final work was then send to Surfrider Foundation for review.



Myself, Dianne Aglibot, and Ilse Cortes