



“LIGHTS, CAMERA, PLASTIC? SPORTS EDITION”

ATHLETES TO SWITCH FROM SINGLE-USE WATER BOTTLES TO REUSABLES IN ALL SPORTS LEAGUES INCLUDING: NBA, NFL, MLB, FIFA, WNBA, PGA GOLF, USTA, AND MORE

LOS ANGELES, CA – MARCH 8, 2023 – The Los Angeles-based non-profit, [Habits of Waste](#) (HoW), introduces [“Lights, Camera, Plastic? SPORTS EDITION”](#), which is geared toward convincing the sports industry to remove single-use plastic when providing athletes with water or other drinks. This effort follows the non-profit’s original [“Lights, Camera, Plastic?”](#) campaign, which has successfully convinced many stakeholders in Hollywood to replace single-use plastics on screen with reusable alternatives in an effort to de-normalize the consumption of single-use plastics. The initiative has already witnessed similar outcomes as the anti-smoking movement when the reduction of smoking in film and television led to a drastic decline in smoking throughout society.

[“Lights, Camera, Plastic? SPORTS EDITION”](#) is a natural extension of the original effort as researchers at the Kaiser Family Foundation found that many kids are learning lessons about sports and life from watching famous athletes. Therefore, athletes rehydrating with single-use plastic water bottles on the sidelines is sending a message to our youth and adults alike, that plastic is acceptable.

This campaign is already taking effect among professional athletes. “A healthy lifestyle includes proper hydration with no concessions on environmental impact. I believe that by working together, we can make a real difference and get rid of all the plastic bottles on the tour.”- Novak Djokovic (World ranked #1 professional tennis player).

The planet is facing a plastic pollution crisis with one million plastic bottles discarded per minute and only a 9% recycle rate. Furthermore, drinking from single-use plastic water bottles means that athletes are ingesting microplastics, which are harmful to their health. Over 10,000 microplastic particles have been found in just 1 liter of water with 95% of the particles ranging from 6.6-100 UM in size. The contamination comes from the bottling and packaging process of these single-use plastic water bottles according to the Department of Chemistry, State University of New York.

The campaign follows a similar format as previous trend setting campaigns that the non-profit has organized. Supporters can visit the action page where a pre-written email is sent with one click to members of the NBA, NFL, NHL, MLB, FIFA, USTA, PGA GOLF, THE WNBA, Women’s Soccer and more. You can find the campaign action page [here](#).

“The sports industry influences billions of viewers of all ages each year so raising awareness is the key first step in creating change. We are highlighting that plastic water bottles are a ‘habit of

waste’ that is harmful to athletes’ bodies and harmful to our bodies.” – Sheila Morovati, Founder HabitsOfWaste.org

The “Lights, Camera, Plastic – Sports Edition” campaign is equipped with tools to help implement the initiative in sports leagues. Habits of Waste provides a free downloadable toolkit, which includes posters and emails reminding team members to use reusables wherever possible while explaining the campaign and why it’s important to remove single-use plastic from view. The campaign is already gaining momentum and creating the change necessary to create a cleaner future.

For more information, please visit www.HabitsOfWaste.org

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ABOUT HABITS OF WASTE

Sheila Michail Morovati is the President and Founder of the non-profit organization HabitsOfWaste.org (H.o.W). Habits of Waste focuses on finding solutions to shift habits of waste among mass society. Known for the #CutOutCutlery campaign, Sheila spearheaded the ban of plastic straws and cutlery in the city of Malibu and then convinced UberEats, Postmates, Doordash, and Grubhub to globally change the default setting in their applications so that no one receives plastic cutlery unless requested – which led to the passing of California State Bill AB 1276. Furthermore, the campaign has kept billions of pieces of plastic cutlery out of the waste stream and significantly reduced the demand, which has saved restaurants millions of dollars in plastic cutlery purchases. Habits of Waste is running numerous campaigns to drive change and are focused on protecting the planet through a collective societal effort of individuals making slight changes to their lifestyles. Every time each of us breaks a “habit of waste”, we shift our society to reach what we call “eco-normal”. Sheila is also the founder of another non-profit called CrayonCollection.org, which has already expanded to 50 states and 9 countries since its launch in 2013.