

Dear Team Members,

Moving forward, we will be joining the “Lights, Camera, Plastic? – SPORTS EDITION” campaign by the non-profit organization, Habitsofwaste.org. Our participation means that we will use reusable water bottles/hydrating drinks for our athletes instead of single-use plastic options.

Why are we doing this? 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.

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 according to the Department of Chemistry, State University of New York.

This campaign is already in place in Hollywood and many studios are adopting reusables on screen instead of single-use items. It’s also 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

Together, we can create a ripple effect that inspires our fans and viewers to live a healthier and more sustainable lifestyle.

Thank you for your efforts to be a part of a big change.

Sincerely,

(Your name here.)