



# Deeply Talks: Big Business Joins the Fight Against Ocean Plastic

*Dune Ives of Lonely Whale speaks to Todd Woody of News Deeply on July 26*

NEW YORK, NY, USA, July 20, 2018 /EINPresswire.com/ -- Deeply Talks: Big Business Joins the Fight Against Ocean Plastic

In recent weeks, Starbucks, Bacardi, Marriott, American Airlines, [Alaska Airlines](#) and other multinational corporations have announced that they will stop handing out single-use plastic straws — evidence of growing momentum to ban ocean-polluting plastic. Meanwhile, the European Union and major cities like Seattle have moved to replace plastic straws with sustainable alternatives. What [started out as a campaign](#) by the environmental group Lonely Whale to get people to “stop sucking” has snowballed into a global phenomenon.

On Thursday, July 26, at 10 a.m. PT News Deeply will conduct a 30-minute conversation with Dune Ives, executive director of Lonely Whale, interviewed by Todd Woody, executive editor, environment at News Deeply.

Ives and Woody will talk about how the three-person nonprofit cofounded by actor and ocean activist Adrian Grenier helped ignite a worldwide campaign to change consumer behavior around plastics, the impact of the corporate announcements and the future of efforts to reduce plastic consumption and pollution.

This call is part of the [Oceans Deeply coverage](#) on critical topics such as the coral reef crisis, sustainable fisheries, the blue economy and plastic pollution. Oceans Deeply is part of News Deeply, a network of single-topic journalism and community platforms.

Register for the July 26 call (10 a.m. PT/1:00 p.m. ET) here: <https://bit.ly/2mv26tz>

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About News Deeply

Founded in 2012, News Deeply is an innovative network of theme-driven information and community platforms, convening engaged, knowledgeable and passionate audiences. Led by an award-winning team of domain-expert journalists, our topical platforms combine real-time storytelling, investigative reporting and data, and expert-driven insights with online and offline community interactions. Our readers and partners include leaders from the private sector, government, civil society, and academia and research, as well as members of the engaged public. In an increasingly complicated information environment, we surface the vital insights and stakeholder connections that help to advance conversations and inform decision-making on the issues that matter, deeply, to the state of our world

today.

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