


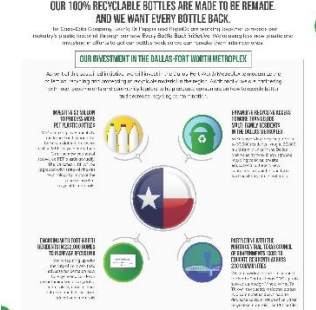


# PETF Reducing Aquatic Litter Debris Infographics and Toolkit

## August – Plastic Bottles

The following are guides to social media posts for Reducing Aquatic Litter Debris Infographics and Toolkit. In the tables are the images and captions that are meant to be posted with one another. Each month there will be a focus on one item of litter that is commonly found. There will be four posts a month that follow this pattern: an Adobe stock photo announcing what the topic of the month is, a simple graphic with a fact about the item, an organization that targets this item of litter, and an infographic about this month's topic. In each graphic, there is room for a logo. While it is not mandatory to put logos on every post, it is mandatory for the first post (the adobe stock image).

Image	Caption
	<p>#DYK that Americans throw away about 35 billion plastic water bottles each year? Single use plastic bottles take about 450 years to degrade in a landfill or on the ground as litter, that's several generations! Do your part and ALWAYS recycle single use plastic water bottles. #Recycle #EveryBottleBack</p>
	<p>Don't forget the cap! When you are finished using your plastic bottle, recycle it along with the cap! The #EveryBottleBack Campaign was created by the American Beverage Association in partnership with The Recycling Partnership and Closed Loop Partners. The campaign aims to collect all plastic bottles through community recycling programs so they can be remade into a new plastic bottle, made from 100% recycled plastic.</p>
	<p>The American Beverage Association is designing plastic bottles to be 100% recyclable, including the caps! If every plastic bottle is able to become a new bottle, this will reduce the amount of plastic entering the waste stream and the environment. Learn more at EveryBottleBack.org! #EveryBottleBack</p>
	<p>The American Beverage Association has launched the Every Bottle Back Campaign in the DFW area! Learn more about this initiative in this infographic! #EveryBottleBack</p>