

For Immediate Release

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**Free screening of “Our Synthetic Sea;” Discussion on Local Strategies
to Reverse Global warming following movie**

San Diego – Zero Waste San Diego will host a free screening of “Our Synthetic Sea” from 6:00 to 8:00 p.m. at the Point Loma Branch Library on February 21, 2007. Immediately following the movie, a discussion will take place on the link between resource management and greenhouse gas emissions, and how our local community’s adoption and implementation of zero waste principles can help.

“Our Synthetic Sea” follows innovative research by the Algalita Marine Research Foundation (AMRF) on massive accumulations of plastic debris in the Pacific Ocean, and reveals how plastic in the marine environment becomes a toxic, chronic impediment to the food webs of sealife.

According to AMRF: “Most plastic floats near the sea surface where some is mistaken for food by birds and fishes. Plastics are carried by currents and can circulate continually in the open sea. Broken, degraded plastic pieces outweigh surface zooplankton in the central North Pacific by a factor of 6-1. That means six pounds of plastic for every single pound of zooplankton.”

Zero waste offers a multitude of economically sound, environmentally friendly benefits, including decreased marine pollution and minimized greenhouse gas emissions. The concept involves rethinking the way products and services are engineered, manufactured, consumed, and discarded, and has been gaining popularity worldwide as the most logical approach to long-term resource management. New Zealand, South Australia, Canberra, Australia, Oregon, Toronto, Seattle, Carrboro, North Carolina, and the cities of San Francisco, Palo Alto and Oakland and counties of Del Norte, Santa Cruz, and Alameda in California have already adopted zero waste policies.

Zero Waste San Diego has embarked on a mission to introduce the concept to local governments, and ultimately persuade all nineteen jurisdictions in the region to adopt zero waste goals and implement plans and policies to phase out waste and achieve sustainable resource management.

The Point Loma Branch Library is located at 3701 Voltaire Street, San Diego, CA 92107-1606.