



UPCYCLE THE GYRES SOCIETY | UPGYRES.ORG | Vancouver, Canada

Immediate Release – Monday, March 12, 2018, Vancouver, Canada.

## UpGyres announces a key media partnership

UpGyres today announced it has formed an official media partnership with The Circular Economy Club for the PLASTIKA REPARABILIS CHALLENGE.

As the Plastica Reparabilis Challenge media partner, The Circular Economy Club CEC will offer unparalleled exposure to the Club's audience by providing editorial space, social media coverage, continued onsite coverage of, and access to the Circular Economy Club Mentor network for the Plastica Reparabilis Challenge. The Plastica Reparabilis Challenge will continue to transparently disclose its progress, milestones and events through this important international event platform & network of circular economy professionals throughout the duration of the Challenge.

The Circular Economy Club (CEC) is the international network of over 2,600 circular economy professionals and organizations in over 60 countries. The club exists to connect professionals and spur collaboration around the circular economy to accelerate the practicalities of embedding circularity.

UpGyres works to prevent and rescue resources in plastic waste from polluting air, land, water, space and other planets. The PLASTIKA REPARABILIS CHALLENGE is a 2-year, 2018 to 2020, 30 Million Prize global crowdsourcing competition. The Challenge breakthrough is to eliminate waste before it happens, boost the recovery of plastic waste, increase the value of plastic scrap, transition to recycling for reusability and refill-ability and optimize resource re-utilization in the entire plastics supply chain globally.

What if we can return **ALL** soft, hard, recyclable, unrecyclable, compostable and biodegradable types of plastic in **ONE** single bin everywhere we go; school, university, office, recreational centre, shopping mall, market, public beaches and in all of the streets of every city, town, and village on the **PLANET**?

**Anna Tarí, Founder CEC, said:**

*"CEC is delighted to act as the leading media partner for the Plastica Reparabilis Challenge. Addressing plastic waste is clearly a monumental undertaking that needs the support and participation of everyone from local to global actors. We are grateful to have this opportunity to engage our members and the broader Circular Economy community on the importance of this issue."*

**José Luis Gutiérrez-García, Project Director, UpGyres, said:**

*"UpGyres is very proud to partner with an organization that has such a solid foundation and vital role for the development of Circularity in business. The Plastica Reparabilis Challenge' goals, values and deliverables are aligned to promote and to speed up the process of implementing the circular economy locally and globally. The Circular Economy Club's broad digital platform greatly strengthens the Challenge's profile."*

**About The Circular Economy Club** (<https://www.circulareconomyclub.com/>)

*We believe that together we can have a higher impact.*

For more information about the PLASTIKA REPARABILIS CHALLENGE please visit, <http://bit.ly/PLASTIKA-REPARABILIS>