

Plastic Microfibers and non-point source pollution

Plastic microfibers are a HUGE problem.

We're pushing for real Solutions.

Will you spread the word about our new movie?

SHARE NOW!<<https://action.storyofstuff.org/go/727?t=1&akid=6001.35591.1OcDqy>>

The moment you've been waiting for is here! Thank you for signing up to be a Microfibers movie insider! The Story of Microfibers is out

now!<<https://action.storyofstuff.org/go/729?t=2&akid=6001.35591.1OcDqy>>

Will you spread the word about our new

movie<<http://action.storyofstuff.org/go/729?t=3&akid=6001.35591.1OcDqy>>?<<http://action.storyofstuff.org/go/729?t=4&akid=6001.35591.1OcDqy>>

(Share on Facebook<<https://action.storyofstuff.org/go/727?t=5&akid=6001.35591.1OcDqy>> | Share on Twitter<<https://action.storyofstuff.org/go/728?t=6&akid=6001.35591.1OcDqy>>)

Most of us wear synthetic fabrics like polyester everyday. Our dress shirts, yoga pants, fleeces, and even underwear are all increasingly made of synthetic materials—plastic, in fact.

But these fabrics have a big hidden problem: when they're washed, they release trillions of tiny plastic bits—called microfibers—that flow down our drains, through our water treatment plants, and out into our rivers, lakes and oceans. In fact, microplastic microfibers released while washing clothes in washing machines are the biggest source of microplastics in the environment!

Today, we released a new 2-minute movie, The Story of Microfibers, that aims to blow the lid off of this seemingly 'micro' issue.

Will you tell your friends about our new

movie?<<http://action.storyofstuff.org/go/729?t=7&akid=6001.35591.1OcDqy>>

(Share on Facebook<<https://action.storyofstuff.org/go/727?t=8&akid=6001.35591.1OcDqy>> | Share on Twitter<<https://action.storyofstuff.org/go/728?t=9&akid=6001.35591.1OcDqy>>)

The Story of Microfibers will turn up the volume on this issue, expand public understanding, and create a chorus of voices demanding accountability and transparency. Our goal is to unlock and encourage collaboration between the clothing industry, scientists, advocates and policymakers, so that we tackle this problem head on and out in the open to stop microfiber pollution at its source.

But, as with all of our movies, success depends on you watching and sharing.

Check out the movie and share, share,

share!<<http://action.storyofstuff.org/go/729?t=10&akid=6001.35591.1OcDqy>>

(Share on Facebook<<https://action.storyofstuff.org/go/727?t=11&akid=6001.35591.1OcDqy>> | Share on Twitter<<https://action.storyofstuff.org/go/728?t=12&akid=6001.35591.1OcDqy>>)

[https://s3.amazonaws.com/sosactionkit2/images/SoSP_Microfibers_07_ProductDesignersWithSystem.png]

Since The Story of Stuff was released in 2007, we've been pushing the envelope on Solutions to tough environmental problems. And since that time, it's been the incredibly powerful Story of Stuff Community—people like you—who've propelled these messages so very far and wide and built the demand for solutions.

Let's be that megaphone again!

Will you watch the movie and share on social media?

<<http://action.storyofstuff.org/go/729?t=13&akid=6001.35591.1OcDqy>>

(Share on Facebook<<https://action.storyofstuff.org/go/727?t=14&akid=6001.35591.1OcDqy>> | Share on Twitter<<https://action.storyofstuff.org/go/728?t=15&akid=6001.35591.1OcDqy>>)

Thank you for all that you do to change our take-make-waste system and build a world that is more sustainable, fair and fun.

Onward!

Stiv, Shana, Miranda, Brett, Elisa and Michael, your team at The Story of Stuff Project P.S. See the move on our site here<<http://action.storyofstuff.org/go/729?t=16&akid=6001.35591.1OcDqy>>, and add your name to our petition<http://action.storyofstuff.org/sign/stop_microfiber_plastic_pollution/?t=17&akid=6001.35591.1OcDqy>! We need your voice to push for real Solutions!

The Story of Stuff Project

Website<<http://action.storyofstuff.org/go/249?t=18&akid=6001.35591.1OcDqy>> |

Donate<<https://action.storyofstuff.org/donate/support-plastic-free-future/?t=19&akid=6001.35591.1OcDqy>>

[<https://action.storyofstuff.org/o.gif?akid=6001.35591.1OcDqy>]