

#1LessStraw

One Less Straw

PLEDGE

OneLessStraw.org

A campaign brought to you by
ONEMOREGeneration.org

CAMPAIGN ASSETS





OneLessStraw.org

A campaign brought to you by
ONEMOREGeneration.org

THE CAMPAIGN:

This campaign asks individuals, schools and businesses to take the OneLessStraw pledge and go strawless for 30 days (or offer alternatives).

OUR MISSION:

The OneLessStraw campaign strives to educate the public about the dangers of single use plastic straws, its effects on our health, our environment, and our oceans.

HOW YOU CAN HELP:

Join us to help eliminate plastic drinking straws from our landfills, our streams, our oceans, and our beaches.

- Take the [OneLessStraw Pledge](#).
- Encourage your favorite [business](#) or [school](#) to take the pledge and to only provide plastic straws on request. Also ask for them to use a [reusable option](#).
- [Become a Sponsor](#) of the OneLessStraw pledge campaign.

We have created these OneLessStraw assets to be used by you to show your support of the campaign and to help spread the word about the dangers of plastic straws. Most materials are also available in Spanish. *As a thank you for taking steps to reduce your single-use-plastic usage, Healthy Human has teamed up with us to offer you a special discount! Purchase a Pack of 3 Stainless Steel Straws for \$5.00 – That is 50% Off the Regular Price! (includes shipping – US Shipping Only) After signing the pledge, you will be sent a link via email to take advantage of this offer.*



OneLessStraw.org

LOGO



OneLessStraw.org

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CLICK THE FORMAT YOU NEED:

[JPEG FILE](#)

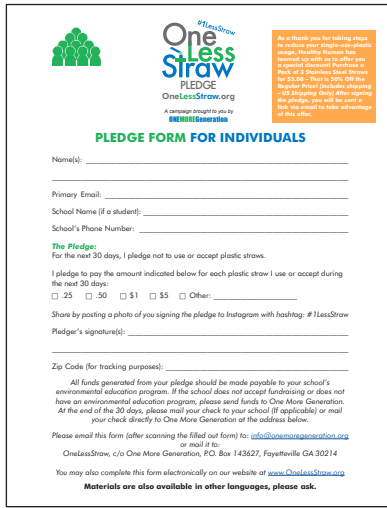
[PNG FILE](#)

[ILLUSTRATOR VECTOR FILE](#)



PLEDGE FORMS

CLICK THE VERSION YOU NEED (PDFS):
ENGLISH



One Less Straw PLEDGE
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PLEDGE FORM FOR INDIVIDUALS

Name(s): _____

Primary Email: _____

School Name (if a student): _____

School's Phone Number: _____

The Pledge:
For the next 30 days, I pledge not to use or accept plastic straws.

I pledge to pay the amount indicated below for each plastic straw I use or accept during the next 30 days:
 .25 .50 \$1 \$5 Other: _____

Share by posting a photo of you signing the pledge to Instagram with hashtag: #LessStraw

Pledger's signature(s): _____

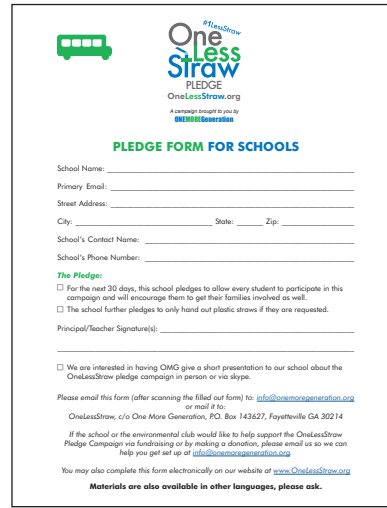
Zip Code (for tracking purposes): _____

All funds generated from your pledge should be made payable to your school's environmental education program. If the school does not accept fundraising or does not have an environmental education program, please send funds to One More Generation. At the end of the 30 days, please mail your check to your school (if applicable) or mail your check directly to One More Generation at the address below.

Please email this form (after scanning the filled out form) to: info@onemoregeneration.org or mail it to: OneLessStraw, c/o One More Generation, P.O. Box 143627, Fayetteville GA 30214

You may also complete this form electronically on our website at www.OneLessStraw.org

Materials are also available in other languages, please ask.



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PLEDGE FORM FOR SCHOOLS

School Name: _____

Primary Email: _____

Street Address: _____

City: _____ State: _____ Zip: _____

School's Contact Name: _____

School's Phone Number: _____

The Pledge:
 For the next 30 days, this school pledges to allow every student to participate in this campaign and will encourage them to get their families involved as well.
 The school further pledges to only hand out plastic straws if they are requested.
Principal/Teacher Signature(s): _____

We are interested in having OMG give a short presentation to our school about the OneLessStraw pledge campaign in person or via skype.

Please email this form (after scanning the filled out form) to: info@onemoregeneration.org or mail it to: OneLessStraw, c/o One More Generation, P.O. Box 143627, Fayetteville GA 30214

If the school or the environmental club would like to help support the OneLessStraw Pledge Campaign via fundraising or by making a donation, please email us as we can help you get set up at info@onemoregeneration.org

You may also complete this form electronically on our website at www.OneLessStraw.org

Materials are also available in other languages, please ask.



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PLEDGE FORM FOR BUSINESSES

Business Name: _____

What Kind of business? Restaurant or Bar Hotel Venue Airport

Primary Email Address: _____

Website: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Manager's Name: _____

How did you learn about our pledge campaign? (List name of student or patron who introduced campaign to you) _____

The Pledge:
For the next 30 days, this business pledges to only hand out plastic straws if they are requested.

Manager's Signature: _____

 Awesome OneLessStraw Campaign buttons are available for FREE (just pay shipping), just email us at info@onemoregeneration.org. Let us know the number of buttons you need and your address.

Please email this form (after scanning the filled out form) to: info@onemoregeneration.org or mail it to: OneLessStraw, c/o One More Generation, P.O. Box 143627, Fayetteville GA 30214

You may also complete this form electronically on our website at www.OneLessStraw.org

Materials are also available in other languages, please ask.

FOR SOUTH AMERICAN SPANISH, CLICK THE IMAGES



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FORMATO DE PROMESA PARA INDIVIDUOS

Nombre y apellidos: _____

Dirección de correo electrónico: _____

Si eres estudiante, nombre de tu escuela: _____

Número de teléfono de tu escuela: _____

La promesa:
Durante los siguientes 30 días prometo no aceptar o usar popotes plásticos.
Prometo pagar la cantidad indicada abajo por cada popote de plástico que yo acepto o uso durante los siguientes 30 días:
 0.25 0.50 \$1.00 \$5.00 Otro: _____

Comparte tu promesa en Instagram con una foto tuya firmada la propuesta: #LessStraw

Firma de quien hace la promesa: _____

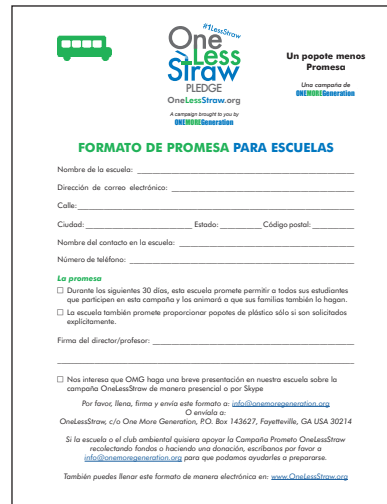
Código postal (para fines estadísticos): _____

Todos los fondos que se generen deben pagarse al programa en educación ambiental de tu escuela. Si tu escuela no acepta donativos o no tiene un programa en educación ambiental, envía los fondos a One More Generation, cuya dirección aparece abajo.

Por favor, llena, firma y envía este formato a: info@onemoregeneration.org o envíalo a: OneLessStraw, c/o One More Generation, P.O. Box 143627, Fayetteville, GA USA 30214

También puedes llenar este formato de manera electrónica en www.OneLessStraw.org

En agradecimiento a la promesa #LessStraw, One More Generation y Simply Straws te regalamos un popote de vidrio reutilizable para toda la vida. Recórrela por correo electrónico en contacto con las instrucciones para cambiar tu popote por el popote reutilizable de vidrio. La oferta excluye las partes de envío.



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FORMATO DE PROMESA PARA ESCUELAS

Nombre de la escuela: _____

Dirección de correo electrónico: _____

Calle: _____

Ciudad: _____ Estado: _____ Código postal: _____

Número de contacto en la escuela: _____

Número de teléfono: _____

La promesa:
 Durante los siguientes 30 días, esta escuela promete permitir a todos sus estudiantes que participen en esta campaña y los animará a que sus familias también lo hagan.
 La escuela también promete proporcionar popotes de plástico sólo si son solicitados explícitamente.

Firma del director/profesor: _____

Nos interesa que OMG haga una breve presentación en nuestra escuela sobre la campaña OneLessStraw de manera presencial o por Skype

Por favor, llena, firma y envía este formato a: info@onemoregeneration.org o envíalo a: OneLessStraw, c/o One More Generation, P.O. Box 143627, Fayetteville, GA USA 30214

Si la escuela o el club ambiental quisiera apoyar la Campaña Prometo OneLessStraw recolectando fondos o haciendo una donación, escríbenos por favor a info@onemoregeneration.org para que podamos ayudarlos a prepararlos.

También puedes llenar este formato de manera electrónica en: www.OneLessStraw.org



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FORMATO DE PROMESA PARA NEGOCIOS

Nombre del negocio: _____

Tipo de negocio? Restaurante o bar Hotel Aeropuerto Otro: _____

Dirección de correo electrónico: _____

Sitio Web: _____

Calle: _____

Ciudad: _____ Estado: _____ Código postal: _____

Número de teléfono: _____

Nombre del gerente: _____

¿Cómo se enteró de esta campaña? (Nombre del estudiante o persona que le mencionó la campaña): _____

La promesa:
Durante los siguientes 30 días, este negocio promete proporcionar popotes de plástico sólo cuando sean solicitados explícitamente.

Firma del gerente: _____

 Los distintivos de la campaña se pueden comprar en 0.50 c/u, sólo escríbenos a info@onemoregeneration.org indicando el número de ellos que requires y tu dirección.

Por favor, llena, firma y envía este formato a: info@onemoregeneration.org o envíalo a: OneLessStraw, c/o One More Generation, P.O. Box 143627, Fayetteville, GA USA 30214

También puedes llenar este formato de manera electrónica en: www.OneLessStraw.org




FOR SPANISH SPOKEN IN SPAIN, CLICK HERE
YOU MAY ALSO FILL OUT FORMS ONLINE AT ONELESSTRAW.ORG

OneLessStraw.org

INFORMATION SHEETS

CLICK THE VERSION YOU NEED (PDFS):

ENGLISH



THE CAMPAIGN:
Students will be asking their parents and businesses to take the OneLessStraw pledge and go strawless for 30 days.

SCHOOL FUND RAISER:
100% of the proceeds will go to the school to further the environmental education for students. If the school is not interested in collecting the pledged funds, the proceeds will support OMG's efforts.

OUR MISSION:
The OneLessStraw campaign strives to educate the public about the dangers of single use plastic straws, its effects on our health, our environment, and our oceans.

PARTNERS:
We have over 100 global partners joining us in this campaign. Please visit our [partners page](#).


HOW YOU CAN HELP:
Join us to help eliminate plastic drinking straws from our landfills, our streams, our oceans, and our beaches.

- Take the OneLessStraw Pledge.
- Encourage your favorite business or school to take the pledge and to only provide plastic straws on request.
- Also ask for them to use biodegradable or reusable options.
- Become a Sponsor of the OneLessStraw pledge campaign.

WHY WE NEED YOUR HELP:
500 million plastic straws are used and discarded every day in the United States alone. That's 175 Billion a year filtering into landfills and littering the oceans.

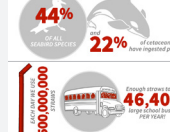
LEARN MORE:
Go to www.OneLessStraw.org to submit or download a pledge form, get more information and to get involved. Materials are also available in Spanish.

CONTACT:
Olivia and Carter Ries
Co-founders, One More Generation
678-491-6222 or 1-877-664-8426
info@OneMoreGeneration.org
www.OneLessStraw.org




TOP 10 MARINE DEBRIS ITEMS


- 44% of marine debris are plastic straws
- 22% of cetaceans have ingested plastic




46,400 Straws per Year per Person




FOREVER - Plastic straws are forever




6,263,319 Straws per Day



90% of all trash that ends up in the ocean is plastic



GYRES - Straws get stuck in gyres



POLYPROPYLENE - Straws are made of polypropylene

FOR SOUTH AMERICAN SPANISH, CLICK THE IMAGE



Un popote menos Promesa
LA CAMPAÑA: Los estudiantes le solicitarán a sus papás que ellos y sus negocios participen en la promesa y no usen popotes durante 30 días.

RECAUDACIÓN DE FONDOS: El 100% de los fondos se entregará a la escuela en apoyo al programa de educación ambiental de los estudiantes. Si a la escuela no le interesan los fondos, éstos servirán de apoyo a las actividades de One More Generation.

NUESTRA MISIÓN: La campaña OneLessStraw pugna por educar al público sobre los riesgos de los popotes que sólo se usan una vez, sus efectos sobre nuestra salud, nuestro ambiente y nuestros océanos.

SOCIOS: Tenemos más de 100 socios en esta campaña y la lista puede consultarse en: www.OneLessStraw.org.

COMO PUEDES AYUDAR: Únete a nosotros para eliminar el uso de popotes en nuestros rellejos, nuestros amoyos, nuestros océanos y nuestras playas.

- Realiza la promesa OneLessStraw.
- Anima a tu negocio o escuela favoritos a que hagan la promesa y sólo den popotes cuando sean solicitados.
- Pídeles que usen las opciones biodegradables o reusables.
- Convértete en patrocinador de la campaña OneLessStraw.

NECESITAMOS TU AYUDA PORQUE: Sólo en Estados Unidos se usan y desechan 500 millones de popotes plásticos al día, o sea, 175,000 millones al año que van a los rellejos o a contaminar el océano.

CONOCE MÁS: Visita www.OneLessStraw.org para llenar o bajar el formato de la promesa, obtener más información e involucrarte.

CONTACT:
Olivia y Carter Ries
Co-fundadores, One More Generation
678-491-6222 ó 1-877-664-8426
info@OneMoreGeneration.org
www.OneLessStraw.org



10 primeros - 10 primeros en desechos marinos



44% de los desechos marinos son popotes
22% de los cetáceos han ingerido plástico



46,400 popotes por persona al año



por siempre - Los popotes de plástico están hechos para durar



6,263,319 popotes por día



90% de todo el basura que llega al océano es plástico



GYRES - Los popotes quedan atrapados en las pilas de basura



polipropileno - Los popotes de plástico son de polipropileno

HEBREW



המבצע:
תלמידים יבקשו מהוריהם עליהם ומספקים להם את הבטחת קיש-אחד-פחות לשלוח בלי קיש במשך 30 ימים.

נשי התרמה
בית ספרי: 100% מהתכנסות ילדי לבית הספר יבדו לקדם עבור התלמידים את איחוד הכביבני אם בית הספר לא מעוניין לזכות את ההכנסות יתמוך במבצע OMG.

המשימה שלנו:
מבצע קיש-אחד-פחות שואף לתור את הציבור על הכנסות לזרע שימוש בקופים חד פעמיים, במיוחד קיש-אחד-פחות, ולהעמיק את הבטחת שלנו והאקוסיסט שלנו.

שותפים:
יש לנו יותר מ-100 שותפים גלובליים שחברים איתנו במבצע זה. אנא בקרו בדף השותפים שלנו.

אין אתם יכולים לעזור:
המאפיין אינו כדי ליעור לזמן קצר את קיש הפחיתים ומפלטות ומבטחת שלנו. התמיכה שלנו והתמיכה שלנו והתמיכה שלנו.

* עזדו את הציבור המודע עליכם ואת את המספר לתודעה להבטחה ולקפץ קיש פחיתים רק לפי בקשה. כאשר מזהם את המספרים באפשרות ממוחזרת או רב פעמית.

* היפסי לעזיב חסות למבצע הבטחת קיש-אחד-פחות.

למה אנו זקוקים לעזרתכם:
500 מיליון קיש פחיתים נבזקים במשך מדינה בכל יום בארצות הברית בלבד. זה 175 מיליארד קיש פחיתים נבזקים לתור המדינות והשוכנים מסופות אל האקוסיסט.

גלו עוד:
הכנסו ל www.OneLessStraw.org כדי להישא או להודיע קופים הבטחת, לקבל דיוע נוסף ולדעת מעורבים. החומרים נמצאים גם בספרית.

צרו קשר:
אוליוויה וקארטר רייס
One More Generation
678-491-6222
1-877-664-8426
info@OneMoreGeneration.org
www.OneLessStraw.org



10 הגדולים - 10 הגדולים במוצרי פחיתים



44% מכלל המוצרים הם פחיתים
22% מכלל המוצרים הם פחיתים



46,400 פחיתים לראשונה



ל-נ-נ - הפחיתים הם עשויים מניילון



6,263,319 פחיתים לראשונה



90% מכלל המוצרים הם פחיתים



GYRE - הפחיתים נשארים באזורים של פחיתים



פוליפרופילן - קיש פחיתים עשויים מ-פוליפרופילן

FOR SPANISH SPOKEN IN SPAIN, CLICK HERE



BUTTONS



English



European Spanish



Mexican Spanish



Portuguese



German



Italian



Danish



French



Maltese



Hebrew



Vietnamese



Croatian

CLICK THE FORMAT YOU NEED BELOW. OTHER LANGUAGES ARE AVAILABLE, PLEASE ASK.

[ENGLISH JPEG FILE](#)

[S. AMERICAN SPANISH JPEG FILE](#)

[ENGLISH ILLUSTRATOR VECTOR FILE](#)

[S. AMERICAN SPANISH ILLUSTRATOR VECTOR FILE](#)

[HEBREW JPEG FILE](#)

[SPANISH SPOKEN IN SPAIN JPEG FILE](#)



GRAPHICS

CLICK FOR HIGH RESOLUTION JPEGS



SOCIAL MEDIA MESSAGING

CLICK FOR WORD FILE

Below are several FaceBook messages that you can use to share on your social media sites. The idea is to send one of these messages out each week during the campaign. We have eight total messages to choose from and they can be shared in any order or you can come up with your own:



FaceBook Messages to General Public:

- 1.) Have you signed your pledge to go strawless yet? We have. Please sign your pledge today at [OneLessStraw Pledge Campaign](#) #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>
- 2.) OneLessStraw can make a difference and so can you. Please sign the [OneLessStraw Pledge](#) today. #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>
- 3.) Plastic Straws Suck... but you don't have to. Sign the [OneLessStraw Pledge Campaign](#) today. Remember, the Power Is Yours ;-) #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>
- 4.) 500-Million plastic straws are used every single day. Do like we did and pledge to "go strawless", sign the [OneLessStraw Pledge Campaign](#) and get at least one friend and or family member to do the same. #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>

FaceBook Messages to Teachers/Educators:

- 1.) Teachers pledge to go strawless and encourage students to do the same. Please sign your pledge today at [OneLessStraw Pledge Campaign](#) #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>
- 2.) Teachers around the globe realize that OneLessStraw can make a difference and so can you. Please sign the [OneLessStraw Pledge](#) today. #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>
- 3.) Environmental education is key to solving plastic trash globally. Sign the [OneLessStraw Pledge Campaign](#) today. Remember, the Power Is Yours ;-) #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>
- 4.) 500-Million plastic straws are used every single day. Join teachers around the world and pledge to "go strawless", sign the [OneLessStraw Pledge Campaign](#) and get at least one friend and or family member to do the same. #1LessStraw and make sure to "like" their new FB page: <https://www.facebook.com/onelessstraw/?fref=ts>



ARTICLE

[CLICK FOR WORD FILE](#)

Empowering Youth Can Save Our Oceans

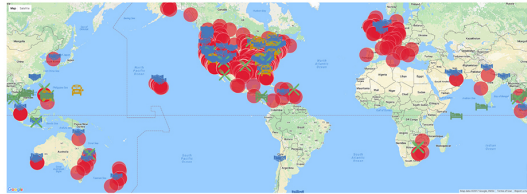


In Nov of 2016, [One More Generation](#) founders Olivia (14) and her brother Carter (16) launched their global [OneLessStraw Pledge Campaign](#) in an effort to help clean up our environment and educate people on the harms of using single use plastic straws.

Some interesting facts: Did you know that in America, we are using an estimated **500,000,000** plastic straws every single day? That is the equivalent to 1.6 straws for every man, woman and child living in this country every single day. If you were to take an entire day's worth of plastic straws, they would fill up over 127 school busses. That is like over 46,400 school buses full of one-time use plastic straws that are ending up in our landfills and waterways every year. Sick isn't it?

Since the launch of the campaign we have had over 3,000 people from over 44 countries around the world sign our on-line pledge form stating that **"they promise not to use a single use plastic straw for at least 30-days"**.

Almost 300 partners from around the world have also joined their [OneLessStraw Partners Page](#) and helped to share their initiative with their fans. We have had



schools, restaurants, resorts and even zoos and aquariums sign-on showing their support for this important issue. If your organization would like to be listed as a partner, just email us your logo and website link you want associated with the logo for consideration. Olivia and Carter realized that reducing our plastic footprint could be very easy to do; we just need to say 'NO' to single-use plastics such as straws. To encourage everyone to stop using single use plastic straws, we have partnered with the folks at [Simply Straws](#), who has a great offer: they will send everyone who signs our [OneLessStraw pledge](#) a coupon for a free glass reusable drinking straw (excluding postage) to help them stay plastic straw free forever.



PARTNER WIDGET

CLICK IMAGE FOR PNG FILE OR USE CODE BELOW TO EMBED ON TO YOUR WEBSITE



Embed code:

```
<a href="https://onelessstraw.org" target="_blank" rel="noopener noreferrer"></a>
```



PHOTO OF CARTER & OLIVIA RIES

CLICK FOR HIGH RESOLUTION JPEG



Organizational Media Contact:

Jim Ries: info@onemoregeneration.org • 678-491-6222

Contact Jim for questions about the OneLessStraw pledge campaign, requests for interviews, queries about partnerships and sponsorships, speaking opportunities, presentations and other general information.

