

National Geographic gets proactive with "Planet or Plastic" campaign on World Oceans Day

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The time has come to turn the tide in the planet's favour



Plastic pollution in the oceans is a global crisis, with more than 40% of plastics used once then tossed, seeing nine million tons of plastic waste ending up in the ocean each year. The June issue of *National Geographic* magazine explains how the waste that ends up in the ocean is simply the tip of the iceberg, further illuminating how in United States alone, 100 billion plastic bags are used each year.

This World Oceans Day, 8 June 2018, *National Geographic* is not only intent on raising awareness around single use plastics and the damage being done to the oceans, but it is also encouraging people from all walks of life to reduce single use plastics. An online pledge is being launched where viewers can sign a pledge and commit to small efforts such as replacing plastic bags with reusable shopping bags and stopping the use of straws, as small initiatives to curbing this global challenge. In the morning of 8 June from 7:30am as select intersections in Johannesburg, including Cnr Main and Sloane and Cnr William Nicol and Sandton Drive, there will be an activation stunt, whilst giving out reusable straws and raising awareness.

Nat Geo Wild will be running a full 24-hour marathon of special content, dedicated to the nature and wildlife beneath the ocean and, of course, the need to protect it. This includes a premiere of the documentary, ***Where Oceans Collide*** (18:00 CAT) which takes audiences on a journey through six countries in Central America.

All day line-up highlights:

New Wave Warriors (6:50 CAT; 10:05 CAT; 14:04 CAT; 18:48 CAT; 21:15 CAT). A Show focused on intrepid conservationists pulling off amazing feats, despite the odds.

Giants of the Deep (7:38 CAT; 10:53 CAT; 14:51 CAT) takes you beneath the surface for an extraordinary look and listen at the ocean's most majestic creatures- whales.

Sharktraz (8:26 CAT; 13:17 CAT) reveals how Sharks were used to strike fear into the heart of prisoners. The worst of the worst, the toughest of the tough were all sent to “The Rock” and many wanted to escape. Their biggest obstacle wasn't the walls, the bars, the razor wire, or the guards - it was the Sharks.

Whales of the Deep (9:16 CAT; 16:24 CAT; 19:37 CAT). Using tags attached to the Whales, cameras in the deep ocean trenches and 3D images, this film illustrates a modern scientific revolution.

Man and the Wild: Oceans (11:42 CAT; 15:37 CAT). Dr. M. Sanjayan shares his own ocean experiences to reveal a vibrant community who are providing solutions that can help restore the oceans.

Life on the Barrier Reef (from 22:03 CAT). A 3-part offering that hones in on the strides being made to enjoy nature, yet protect it at the same time, focusing on this nature lover's utopia.

Join Nat Geo Wild as the channel dives into the heart of the problem and explores solutions with their upcoming content this World Ocean's Day. The more buoyant the conversation, the greater the chances for the planet to be saved.

Choose the planet, every action matters. Take the pledge by visiting: natgeo.com/planetorplastic to pledge, and show your support by using the hashtags #planetorplastic and #natgeoafrica on social media. Follow [@NatGeoAfrica](https://twitter.com/NatGeoAfrica) for regular updates.

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