

# PRESS RELEASE



Thursday 27<sup>th</sup> May 2004

## DEEP CELEBRATES WORLD ENVIRONMENT WEEK

The Deep, Hull's £45.5 million Millennium Commission lottery project is celebrating World Environment week from Sunday May 29<sup>th</sup> culminating with World Environment Day on Saturday June 5<sup>th</sup>. This year's selected theme is Wanted! Seas and Oceans – Dead or Alive? Activities will be taking place simultaneously in five continents around the globe.

The Deep will bring attention to the effects plastic bags have on the environment by holding lively family talks illustrating how they threaten life in our oceans. Visitors will be asked whether they feel a tax should be levied on plastic bags to reduce wastage.

The talks will be given by The Deep's guide team in the attraction and will be free to all entry paying visitors.

To help raise awareness of the issue, The Deep is creating a fantastic plastic ball gown made entirely out of used and discarded plastic bags.

Dr David Gibson, The Deep's Director of Husbandry and Operations explains, "It is estimated that 10 billion plastic bags are handed out at UK supermarket checkouts every year. If they find their way into rivers and seas they pose a serious threat as animals commonly mistake them as food. A similar tax scheme was introduced in Ireland in 2002, which saw carrier bag useage fall, by 90%. Our aim is to present the facts in a lively interesting way to enable the public to form their own opinions on this subject."

In addition The Deep is hosting a new exhibition of images by UK's top underwater photographer Zena Holloway in the 3<sup>rd</sup> floor and Observatory cafes (May 31- September 7<sup>th</sup>). a separate press release about Zena and her work will follow.

**Press Photocall** – 10.30 Tuesday June 1<sup>st</sup>, in the nosecone of The Deep's Observatory Café.

The fantastic plastic ball gown will be modelled for press photographers by Nicola Clare from the Deep's marketing team.

For further information please call Linda Martin 01482 381090 mobile 07751 288 434

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