

National Geographic Takes “Planet or Plastic?” Initiative Back-to-School

As the amount of plastic in the ocean continues to grow, National Geographic asks kids and families to join them in tackling the pressing plastic problem as they head back to school. Launched in May, National Geographic’s [Planet or Plastic?](#) campaign – a multiyear initiative aimed at raising awareness of this challenge and reducing the amount of single-use plastic that enters in the world’s oceans – has already made headlines in asking consumers to make a choice: Choose the planet over single-use plastic. Now, with the launch of [Kids vs. Plastic](#), a [Tackling Plastic! GeoChallenge](#) and a special September [Explorer Classroom](#) program, National Geographic is asking kids to join the effort. National Geographic Kids and National Geographic Education have teamed up to offer a variety of ways for families to make a dent in the more than 8 million tons of plastic that end up in the ocean each year. Kids and parents can learn more about the plastic pollution problem at natgeokids.com/KidsVsPlastic and begin making changes with:

- A [kid-friendly pledge](#) to reduce their plastic footprint
- A [back-to-school toolkit](#)
- The [Plastics Quiz Whiz](#) and the [Save the Earth Personality Quiz](#)
- An interactive [Recycle Roundup Game](#)
- A [make-your-own-lunch-bags craft](#) (no more plastic bags needed!), with additional Nat Geo craft challenges coming
- [10 simple tips for families](#)

Students also are invited to team up with classmates around the country for the 2018 **GeoChallenge**: “[Tackling Plastic!](#)” Students can sign up to collaborate, research and come up with real-world solutions to today’s plastic waste problem, with guidance from National Geographic Explorer Kakani Katija. Additionally, National Geographic Education is dedicating its September theme of the [Explorer Classroom](#) program to “Ocean Plastics.” Through Explorer Classroom, students from around the world will connect digitally with the National Geographic Explorers on the front lines of the ocean plastic issue. Students will learn about the Explorers’ work, ask questions and find out how they can help. By joining the *Planet or Plastic?* effort, kids and families play an important role in reducing the plastic pollution that marine animals ingest or become suffocated by or entangled in. By reducing the amount of single-use plastic they are taking back to school, kids also will be actively contributing to a healthier planet and investing in their own futures. National Geographic’s *Planet or Plastic?* will continue to provide more resources for families and consumers throughout the year. **USEFUL**

LINKS:

- Get the latest updates on Planet or Plastic? [HERE](#) and join the conversation on social via #planetorplastic.
- Read more about plastic in the June issue of National Geographic magazine [HERE](#).
- Take the pledge for adults [HERE](#).
- Access media opportunities and a summary of magazine content [HERE](#).
- View the media tool kit [HERE](#).
- Learn more about the science and exploration efforts aimed at reducing single-use plastic [HERE](#).

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