





Press Release


5/06/2007


World Environment Day, June 5th 2007 **The Deadly Illusion...now you see it, now you don't**

In celebration of 'World Environment Day' June 5th MEDASSET, the Mediterranean Association to Save the Sea Turtle, is spreading the environmental message with the release of our 'Small Garbage Leaflets'. MEDASSET, sponsored by Project Aware, has just finalised their latest environmental education leaflets in both English and Greek '**The Deadly Illusion: Now you see it- Now you don't**'. 

Founded in 1988, **MEDASSET** is an international charity working for the study and conservation of sea turtles and their habitats throughout the Mediterranean, through scientific research, environmental education, political lobbying and raising public awareness. 



Every year in addition to the 150 million people living along the Mediterranean coastline, over 200 million tourists contribute to over 15 million tons of garbage. Garbage is becoming an overwhelming threat to this fragile ecosystem as the waters of this beautiful "enclosed sea" take more than 100 years to renew. 

"Small Garbage", the small pieces of personal waste, casually discarded on beaches or directly into the sea have devastating effects on the marine environment. Each year it is estimated that 6.4 million tons of 'small' and 'large' garbage are dumped into the world's oceans and seas. Besides looking unsightly, garbage represents a considerable hazard to both people and marine wildlife. Entanglement and ingestion of "Small Garbage", accounts for the deaths of over 100,000 sea mammals and sea turtles in the world each year. 

These leaflets will be available at www.medasset.org or please email medasset@medasset.org if you are interested in receiving copies.

How Can you Help?

- Dispose of litter in bins provided, or take it with you.
- Choose to buy products wrapped in environmentally friendly packaging (min. plastic), say no to plastic bags.
- Make an effort to recycle aluminium cans, paper, glass
- Cut all plastic loops (e.g. Six-pack loop rings) before disposal, to prevent wildlife becoming entangled.
- Help with beach cleaning projects whenever possible.
- Make your voice heard! Vote for the greenest candidate.
- Tell your friends about the hazards of 'small garbage' on the sea and coastal environment.
- Help and support local conservation organisations to protect wildlife and nature.

For further information contact:

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