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MORE OCEAN
LESS PLASTIC
THE 5 GYRES INSTITUTE



5 GYRES PARTNERS WITH FORWARD REALITY ON GROUNDBREAKING VR PROJECT
“The Pacific Garbage Patch, A Seagull’s Perspective” will educate millions on the impact of plastic pollution.

Carlsbad, CA (May 31, 2017) - 5 Gyres is partnering with Forward Reality, as an advisor on a Virtual Reality (VR) project to educate people about the serious issue of plastic pollution in our oceans.

The “Pacific Garbage Patch - A Seagull’s Perspective” is a VR experience that uses the concept of the Pacific Garbage Patch—a mythical area in the middle of the Pacific Ocean that popularized the problem of plastic pollution—to explore its effect on marine and bird life. The compelling interactive experience will drive home the reality that this type of pollution isn’t limited to one area, but permeates ocean waters like a plastic smog.

A narrator in the form of the Seagull will draw attention to this critical issue, explaining its origins and guiding the exploration of multiple locations such as the North Pacific Gyre and Midway Island, as well as plastic factories and fish markets. Players will understand the origin of this plastic garbage, the impact it has on the world around us and the steps they can take to help solve the problem.

“We’re pleased to have the participation of the 5 Gyres Institute on this important project, their expertise on this issue is invaluable,” said Sherri Cuono, CEO of Forward Reality. “Forward Reality will be launching this experience in museums worldwide as well as making it available to the public on multiple VR platforms.”

“Solving the problem of plastic pollution demands innovation,” said Rachel Lincoln Sarnoff, 5 Gyres Executive Director. “We’re honored to share our experience through this exciting new platform to drive awareness and action on this critical issue.”

The “Pacific Garbage Patch - A Seagull’s Perspective” will be released later this year.

ABOUT 5 GYRES

The nonprofit 5 Gyres Institute has been fighting plastic ocean pollution since 2009. Beginning in 2010, 5 Gyres began a series of scientific firsts by researching plastic in all five subtropical gyres, as well as the Great Lakes and Antarctica. In 2014, the organization convened eight scientists around the world to

publish the first global estimate of plastic pollution in our ocean: 5.25 trillion particles weighing in at 270,000 tons of “plastic smog” worldwide. 5 Gyres’ paper on plastic microbead pollution in the Great Lakes inspired a two-year collaborative campaign that culminated in a federal ban on microbeads, which President Obama signed into law in 2015. In August, 5 Gyres embarked on its 17th expedition—this time to research microplastics and nanoplastics in the Arctic Circle. More information is at <http://www.5gyres.org>

ABOUT FORWARD REALITY

Forward Reality is creating amazing interactive VR experiences that educate, entertain and inspire. Our focus is on VR with a Purpose. Founded by industry pioneers, we are an independent studio dedicated to using VR technology to change the world for the better. Through our combined decades of research and achievements in video game production and 360 video, Forward Reality is creating the next generation of media-rich VR entertainment. More information about Forward Reality can be found at <http://forwardreality.com>