



**FOR IMMEDIATE RELEASE**

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### **Costa Offers Eyecare Professionals New Ways to Join its #KickPlastic Movement**

**DAYTONA BEACH, Fla. – July 10, 2017** – Humans dump the equivalent of a garbage truck of plastic into the ocean every minute, and one in four fish tested have plastic in them.

Being “Born on the Water” and recognizing this growing plastic pollution problem threatening our oceans, Costa launched a #KickPlastic campaign in 2015 to help reduce the amount of plastic it uses as a company and to mobilize a movement that encourages others to do the same. This summer, Costa has expanded its #KickPlastic campaign to include more ways for eyecare professionals to join the movement and connect with patients who love the water and care about protecting the ocean.

Authorized Costa Optical dealers can now contact their Costa representative for more information about hosting a **#KickPlastic Trunk Show**, which would include promotional materials that can be shared with patients such as tote bags, water bottles and flyers.

Additionally, eyecare professionals and consumers can join the fight to #KickPlastic by following and using the hashtag #KickPlastic on social media to spread the word and create positive change. Eyecare professionals can also encourage patients to #KickPlastic by:

- Using a reusable water bottle
- Saying YES to reusable grocery bags
- Skipping the plastic straw and utensils
- Participating in their local beach or river cleanup



Authorized Costa Optical dealers can also remind patients that **all of Costa's plastic or nylon sunglasses and optical frames** use a bio-based, eco-friendly resin derived from castor oil.

"Kick Plastic is an initiative everyone at Costa has heart for and we are really looking forward to helping more people embrace the movement in their everyday lives," said Todd Barker, Coastal Community Manager, Costa. "Whether it be reducing the amount of plastic we use in our daily operations to helping others discuss small ways that they can make a big impact, it's been amazing to grow this program and know that we are helping the ocean we love."

For additional questions, including how to schedule a #KickPlastic trunk show, contact a Costa sales representative at 1-800-447-3700.

#### **About Costa™**

As the leading manufacturer of the world's clearest polarized performance sunglasses, [Costa](#) offers superior sunglass lens technology and unparalleled frame fit and durability. Still handcrafted today in Florida, Costa has created the highest quality, best performing sunglasses and prescription sunglasses (Rx) for outdoor water enthusiasts since 1983.

Born on the water, Costa works hard to protect the oceans it calls home. Through programs like its Kick Plastic campaign, where the brand seeks to raise awareness about the growing plastic pollution problem threatening oceans worldwide, to serving as a long-term partner to shark research organizations like OCEARCH, Costa encourages people to help protect the Earth's aquatic resources in any way they can.

For more information, contact 1-800-447-3700 or visit the company's web site at [www.costadelmar.com](http://www.costadelmar.com). Join the conversation on Facebook at [www.facebook.com/costasunglasses](https://www.facebook.com/costasunglasses), on Instagram @CostaSunglasses, or on Twitter [@CostaSunglasses](https://twitter.com/CostaSunglasses).

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**NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or [Christina.Gregory@havas.com](mailto:Christina.Gregory@havas.com).**