



LMV PRODUCTIONS ANNOUNCES FORTHCOMING DOCUMENTARY FILM:

“PLASTIC SHORES”

<http://plasticshoresfilm.com>

La Mode Verte Productions are proud to announce the development of a new documentary on the growing problems of marine debris in the world’s oceans.

‘Plastic Shores’ is a documentary that investigates the effects that our disposable society has on the marine environment, particularly in regard to plastics.

With interviews from well-known figures and experts including Roz Savage, Jean-Michel Cousteau and Congressman Sam Farr, ‘Plastic Shores’ investigates the irrevocable harm that single use plastics do to the marine ecosystem and human health on an everyday basis. ‘Plastic Shores’ is the debut documentary of producer and director Ed Scott-Clarke.

SYNOPSIS

‘Plastic Shores’ begins by looking at the various materials that have come to define human history. Today, the material that will leave the biggest impression on future generations is plastic.

Plastics began as an ecological saviour. It was the billiard ball manufacturers of the 1800s who began the demand for the first plastics, celluloid, endeavouring to reduce the need for unsustainably harvested ivory. From then on plastics went from strength to strength, receiving a boom in WW2 as materials such as rubber came in short supply.

With plastic’s success came problems. The introduction of fossil fuels made plastics cheap, durable, and mass-produced. They became disposable.

‘Plastic Shores’ follows the 5th International Marine Debris Conference and its attendees, as they discuss the unfolding catastrophe of waste in the marine environment. The conference takes place in Hawaii, the same location as one of the dirtiest beaches in the world: Kamilo Point. The film covers the state of this shoreline and follows the story of the Hawaii Wildlife Fund, which attempts to stem the tide of debris through regular cleanups of the area.

The film then goes on to explore the varying roots of the plastic problem.

The phenomenon of the Great Pacific Garbage Patch is discussed and the viewer discovers that there are not just one but five of these patches in the world (North and South Pacific, North and South Atlantic, and the Indian Oceans). The location shifts to the picturesque beaches of the Cayman Islands, blighted by debris that the country hasn't even produced. Litter from shipping is responsible for around 20% of marine debris, in island nations such as the Caymans, this percentage can be far, far higher.

The film then travels to the UK where the problems there are explored. Several beach cleanups are recorded around the country and charities who are trying to help with the problem (including Surfers Against Sewage and the Marine Conservation Society) share their perspectives on the problem.

The documentary then scrutinises how plastics actually affect marine life in such devastating ways. The film explains the difference between micro and macro plastics and discusses the varying problems they cause including the chemical contamination of marine species by micro-plastics. These chemicals, either absorbed from the surrounding water (PCBs, DDT) or leached out of the plastic itself (BPA, phthalates), bioaccumulate up the food chain and can cause serious health defects.

The documentary ends on a slightly more optimistic note, the viewer discovers what can and is being done to counter the effects of the disposable society we live in today. Plastic bag bans, plastic bag taxes, fuel from plastics, compostable plastics, and recycling are all looked at and discussed in relation to their advantages and disadvantages.

Plastic Shores

Due for release Summer 2012

Further press information: press@lamodeverte.com

View the trailer for 'Plastic Shores': <http://www.youtube.com/watch?v=QhqTsEGeA8I>

Visit the website: <http://plasticshoresfilm.com>

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