

An underwater photograph showing a large amount of plastic waste floating in the water. A large blue plastic bag is the central focus, surrounded by other debris like a white plastic cup, a yellow plastic bottle, and various pieces of trash. The water is clear, and the background shows a bright blue sky with white clouds. The overall scene is a stark representation of ocean pollution.

ZERO<sup>CO</sup>

# 100 YR CLEANUP

PRESENTED BY

*The  
Hidden Sea*

The **100YR CLEANUP** is  
an audacious global cleanup  
initiative founded by Zero Co.,  
designed to clean the planet  
every year...  
for the next hundred years!

We are launching our 3<sup>rd</sup> large-  
scale cleanup in June to  
coincide with World Ocean Day  
and we'd love for you to be  
part of it.



# Our Idea

## CLEANING THE WORLD'S 7 SEAS ON WORLD OCEAN DAY

To celebrate our love for the ocean & raise global awareness about the plastic problem, the 100YR CLEANUP is hosting an underwater cleanup across each of the world's 7 seas on World Oceans Day (June 8<sup>th</sup>).



We'll be cleaning every corner of the ocean at once with a team of divers sharing live video and still footage from around the world! Some divers will cross live underwater to morning TV & news shows to garner global media attention & raise funds for future 100YR CLEANUP projects.

# Join us!

We want YOU to join us from any corner of the globe on World Oceans Day. Just let us know which Ocean or Sea you'll be diving into and we can share more details.

Why join? We'll be sharing the stories of all divers that help us clean up through global media, Zero Co's social channels (120K followers) and the [100YR CLEANUP website](#).

## All we require from you is:

- Confirmation that you can clean up underwater on World Oceans Day (time of clean up does not matter). This can be a solo dive or with your mates!
- Confirmation of your location – preferably one of the 7 Oceans (Arctic, North Atlantic, South Atlantic, North Pacific, South Pacific, Indian, and Southern Ocean) or 7 Seas (Mediterranean Sea, Adriatic Sea, Black Sea, Red Sea, Arabian Sea, Persian Gulf or Caspian Sea).
- Ability to take video and photo footage underwater and send to us one week before the event and also during the event on June 8<sup>th</sup>.

# Dates & Requirements

Prior to June: confirm attendance and access to appropriate underwater camera equipment required for event.

Prior to June: send photos and video content requested by Zero Co's media team to create hype around the event.

Thursday 1<sup>st</sup> June: send practice dive footage at your location (shot list will be sent ahead of time).

Thursday 8<sup>th</sup> June: Underwater dive is live! PR & media campaign launches in Sydney, Australia at 6am. Each diver is required to send video and photo footage on the day (shot list will be sent ahead of time).

Post event: Divers may be asked to speak to journalists who are interested in the event. We would appreciate your willingness to get involved in this!

**We hope you'll join us on this  
crazy adventure!**



Let's chat:  
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