



# OUT OF SIGHT, OUT OF MIND?

Every year thousands of birds, seals, fish and other wildlife are impacted as a result of plastic litter in the Thames.

Plastic products don't disappear, they break up into small pieces, easily edible by wildlife. In a study, up to 75% of some types of fish sampled in the Thames had plastic fibres in their guts. All these plastics

– bottles, wrappers, packets and other products belonged to someone once.

So we're asking everyone to do the right thing and bin their rubbish so birds, seals, fish, wildlife and people can enjoy a Cleaner Thames.

**Do the Right Thing!**  
**Bin it, for a**  
**Cleaner Thames**

**#CleanerThames**  
[www.pla.co.uk/Cleaner-Thames](http://www.pla.co.uk/Cleaner-Thames)

