

Sharing Toolkit for “The Problem with Plastic” Book

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Thanks for your interest in helping to spread the word about Beyond Plastics’ first-ever BOOK, [“The Problem with Plastic: How We Can Save Ourselves and Our Planet Before It’s Too Late.”](#) published by The New Press on December 2, 2025.

Below you’ll find all the content, graphics, and guidance you need to easily spread the word about the book.

“I don’t think anyone on planet Earth knows more about the plastics problem than Judith Enck — including, most crucially, what to do about it. This is a handbook for people looking to make a difference!” —Bill McKibben

Questions? For questions about the book, please contact Melissa Valliant: melissavalliant@bennington.edu. For questions about sharing assets, please contact Eve Fox: evefox@bennington.edu.



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Sample Social Media Share Language (*don’t forget to [add a graphic!](#)*)

X (formerly Twitter)

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! Order your copy of “The Problem with Plastic: How We Can Save Ourselves and Our Planet Before It’s Too Late” NOW:
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Ourselves and Our Planet Before It’s Too Late” NOW:

<https://www.beyondplastics.org/publications/problem-with-plastic-book> 🌍

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#planetorplastic #noplastic #zerowaste #noburn #peopleoverplastic #toxicplastic
#zerowastelifestyle #plasticfree

Bluesky

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Threads

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Sample Outreach Email

Subject: Must-read new book: “The Problem with Plastic”



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Friends, we’ve got an important new read for you. [“The Problem with Plastic: How We Can Save Ourselves and Our Planet Before It’s Too Late.”](#) by our friends at Beyond Plastics, is a critical handbook for how each of us can help tackle the plastic pollution crisis. Released on December 2 by The New Press, the book is available for order today.

A powerful investigation into plastic’s impact on human health and the environment, and how we can fight back.

"This is a handbook for people looking to make a difference!"

—**Bill McKibben**, author of “Here Comes the Sun”

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“The Problem with Plastic” is an accessible, easy-to-read **educational resource** and also a **call to action** that includes:

- **History** — how we arrived at the current plastic pollution crisis
- **Solutions** — how to spot the false ones and advance the real ones
- **Reasons for hope** about ending plastic pollution everywhere
- **Practical guidance** on how to reduce your plastic use and be an even bigger part of the solution, and much more!

[Learn more about the book and order your copy now here.](#)

Praise for “The Problem with Plastic”



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“This is not a story of each individual’s use of plastic — it’s a story of intentional design. This salient book exposes the environmental racism baked into the plastic crisis, demanding that we name names, follow the money, and change the system to prevent further harm to people and our planet.” —Dr. Robert D. Bullard, distinguished professor, Texas Southern University and “Father of Environmental Justice”

“I don’t think anyone on planet Earth knows more about the plastics problem than Judith Enck — including, most crucially, what to do about it. This is a handbook for people looking to make a difference!” —Bill McKibben, author of “Here Comes the Sun”

“Systemic problems from plastic pollution have been hidden and sugar-coated for decades by the fossil fuel industry, which knowingly encouraged generations of “out of sight, out of mind” plastics consumption, resulting in the degradation of our health, our environment, and our natural resources. Only now, with books like this, are we beginning to understand the full breadth of the impact of plastics pollution and explore meaningful ways to join together to act with purpose and conviction. As this book confirms, there are no easy answers to big problems like plastic pollution, but there is much we can and must do to stem the tide, or we will all pay the price.” —Gina McCarthy, former U.S. Environmental Protection Agency Administrator

“Plastic pollution is not just an environmental crisis — it’s a justice issue. In The Problem with Plastic, Judith Enck and Adam Mahoney lift up the frontline communities who are resisting Big Plastic and provide readers with the tools to take action. This book is a powerful roadmap for anyone ready to fight back against pollution, protect our health, and build a more just, sustainable future.” —Rev. Lennox Yearwood Jr., president and CEO, Hip Hop Caucus



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“Plastic is a silent killer! ‘The Problem with Plastic’ exposes the harms of plastic and the plastic industry worldwide. From beginning to end, it outlines how plastics came into our lives and have been hurting us ever since. A must-read for folks trying to fight plastic pollution and stop the production of plastic.” —**Sharon Lavigne**, executive director, RISE St. James, one of TIME’s Most Influential People of 2024, and 2021 Goldman Prize winner

“Plastic pollution has reached crisis proportions, and false solutions abound. But, as ‘The Problem with Plastic’ shows, there are real solutions out there. And, fortunately, there are people like Judith Enck working to enact them.” —**Elizabeth Kolbert**, Pulitzer Prize-winning author of “The Sixth Extinction”

Order your copy today at: <https://www.beyondplastics.org/publications/problem-with-plastic-book>

Thanks again for all you do.

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TITLE, ORGANIZATION

Sample Newsletter Blurb

NEW BOOK: “THE PROBLEM WITH PLASTIC”

Must-read alert! [“The Problem with Plastic: How We Can Save Ourselves and Our Planet Before It’s Too Late”](#) by our friends at Beyond Plastics is a critical handbook for how each of us can help tackle the plastic pollution crisis. Released on December 2 by The New Press, the book is available for order now:

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"No one will come away from the book doubting the importance of limiting plastic."

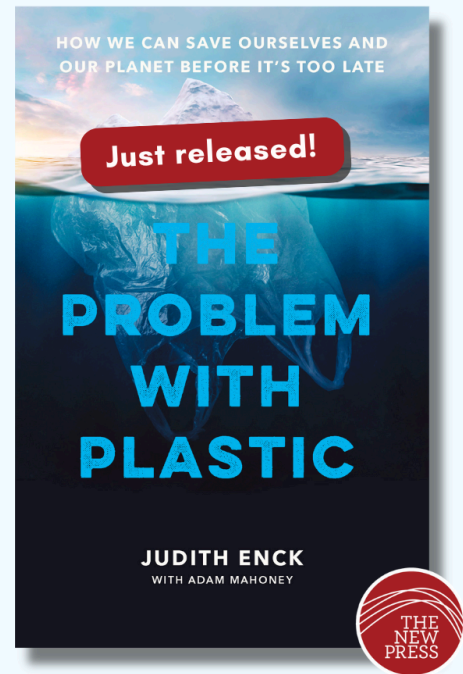
—**Kirkus Reviews**

"A vivid, enraging cri de coeur against everywhere contamination and the forces that have done the most prolific polluting."

—**David Wallace, The New York Times**

"This is a handbook for people looking to make a difference!" —**Bill McKibben**

"The Problem with Plastic strongly underscores that, while the industry has power, people working together have more, and provides the baby steps needed to help the public realize its power to address plastic pollution." —**Shelf Awareness Reviews**



Praise for The Problem with Plastic

"I don't think anyone on planet Earth knows more about the plastics problem than Judith Enck — including, most crucially, what to do about it. This is a handbook for people looking to make a difference!" —**Bill McKibben, author of “Here Comes the Sun,” founder of 350.org**

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“This book covers all bases. It is historic and current, it is technical and easy-to-read, it is ‘big-picture’ and a detailed, practical, how-to-do guide. It is a call for action to deal with one of the most crucial and silent disasters of our times: the race against being buried in plastics. It is a must for decision-makers and anyone who cares about life on this planet we call home.”
—**Ramón J. Cruz, former president of The Sierra Club and former vice president of Puerto Rico’s Environmental Quality Board**

“Systemic problems from plastic pollution have been hidden and sugar-coated for decades by the fossil fuel industry, which knowingly encouraged generations of “out of sight, out of mind” plastics consumption, resulting in the degradation of our health, our environment, and our natural resources. Only now, with books like this, are we beginning to understand the full breadth of the impact of plastics pollution and explore meaningful ways to join together to act with purpose and conviction. As this book confirms, there are no easy answers to big problems like plastic pollution, but there is much we can and must do to stem the tide, or we will all pay the price.” —**Gina McCarthy, former U.S. Environmental Protection Agency administrator**

“‘The Problem with Plastic’ is a powerful wake-up call and a necessary reckoning. It exposes not only how plastic destroys our environment, but also how it disproportionately affects vulnerable communities. Most importantly, it empowers readers with the tools to take action in their own lives.” —**Cynthia Nixon, actress and activist**