

Solving the Plastic Problem

Media Release

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For Immediate Release

More than 36,000 Recyclable, Reusable Aluminum Cups are Replacing Single-Use Plastic in Nassau County

Keep Nassau Beautiful #RefillNassauFL Helps Solve the Plastic Problem

Fernandina Beach, Florida, May 30, 2023—Plastic waste is everywhere—it fills our landfills, clogs our waterways, and makes up much of the litter along our roads and walkways. And unfortunately, even when disposed of properly, very little plastic can be and is recycled. It is estimated less than 9% of plastic produced is recycled. Plastic bottles are recycled at a higher rate but are reported as one of the most littered items during cleanup events. An earth-friendly solution is to reduce the use of single-use plastics when we can.

To reduce the problem of plastic, last fall, Keep Nassau Beautiful launched the #ReFillNassauFL campaign. The program centers on a limited-edition reusable, refillable, recyclable aluminum cup designed to reduce the amount of single-use plastic used locally.

With grant support from two local foundations, and after a successful launch at Dickens on Centre, a large presence at the Isle of Eight Flags Shrimp Festival, and the relaunched Wild Amelia Nature Festival, thousands of aluminum cups have now been put in use by individuals and businesses throughout Nassau County.

“On behalf of myself and the Keep Nassau Beautiful Board of Directors, we thank all of you for supporting this campaign and for doing your part to reduce the plastic problem, said Josh Baker, Keep Nassau Beautiful Board Chairman. We would like to thank the Florida Section of the American Waterworks Association, and the City of Fernandina Beach Water Utility for their partnership and support which allowed us to provide the Water Monster refillable water station at recent events. And special thanks to all the residents and visitors who chose to refill at the water monster rather than relying on single-use plastic containers.”

Limited-edition cups can be found at area businesses on and off-island. A list of participating businesses is available on the website. Limited-edition cups will continue to be available to individuals at local festivals and events, and as a thank-you gift to new Keep Nassau Beautiful members. Businesses and organizations can also purchase limited-edition cups at a wholesale rate. To learn more or participate, www.keepnassaubeautiful.org/refill.

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Keep Nassau Beautiful, Inc. is working to inspire, educate, and equip individuals, groups, businesses, and governments to take action to make Nassau County a place where residents, visitors, and wildlife can thrive and experience the beauty of Nassau County. www.keepnassaubeautiful.org



Jamie Caudill at Overtime Bar & Grill is reducing single-use plastic with the limited-edition Amelia Island Aluminum Cup.



Shucker's Oyster Bar and Grill, Julie Rodriguez General Manager, and Janet Vining KNB Board Member, reducing single-use plastic with the limited-edition Aluminum Cup.



A fruity beverage staying cold in the Limited-edition Aluminum Cup at Shucker's Oyster Bar and Grill