



FOR IMMEDIATE RELEASE

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Great Lakes Business Leaders Launch Committee to Tackle Microplastic Pollution

ANN ARBOR, Mich. (August 12, 2026) – The Great Lakes Business Network (GLBN) is proud to announce a new business-led initiative to confront one of the fastest-growing threats to the world's largest freshwater system: microplastics. With the launch of its Microplastics Committee, the GLBN – a coalition of over 200 business leaders from across the Great Lakes region – will commit to addressing this serious and pervasive threat.

"Clean water is so critical to the way of life and to our business specifically. If people aren't coming here to go to the beach, then they're not coming here to visit our winery," said Peter Laing, Managing Partner of MAWBY Sparkling Wines in Suttons Bay, Michigan. "The stakes could not be higher for the 3,500 species and 40 million people who rely on the lakes for drinking water, and the businesses built on clean water, tourism, and recreation. That's why we are working with other passionate businesses on this committee to raise awareness about the impacts of microplastics and fight for the Great Lakes."

Microplastics, plastic particles less than 5mm in size, have been found in every one of the Great Lakes, in drinking water drawn from them, and in the fish and wildlife that depend on them. Researchers estimate that 22 million pounds of plastic debris enter the Great Lakes every year through urban runoff, wind, rain, and the breakdown of larger plastics. The problem is pervasive and demands action.

The committee will work to implement a three-pronged campaign plan focused on educating the public, implementing sustainable best practices, and advocating for policies that address microplastic pollution. Founding businesses include Half Acre Brewing Co., MAWBY Sparkling Wines, Motel Bear Lake, Binding Waters, Beth Price Photography, Great Lakes Sailing, and SwellMinded.

Together, these members advocate for stronger microplastics policy at the state and federal levels. They educate customers and communities about the sources and dangers of plastic pollution through events, social media, and conversations. They also lead by example, incorporating practical solutions to reduce plastic use in their own operations.



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Learn more about the GLBN and Microplastics Committee here:

<https://glbusinessnetwork.com/microplastics/>.