



Press release

SUSTAINABILITY, LUNA ROSSA CHOOSES "FISHING FOR LITTER" TO PROTECT THE OCEAN: A PARTNERSHIP WITH OGYRE TO COLLECT 6 TONS OF WASTE FROM THE SEA



Ogyre, the first global "fishing for litter" platform that allows anyone to clean up litter from the sea through fishermen, becomes Sustainability Partner of the Luna Rossa Prada Pirelli team for the 37th edition of the America's Cup.

Cagliari, April 2022 - **Six tons of marine litter to be "fished" from international seas within the next three years, through Ogyre's network of fishermen: this is the goal with which Luna Rossa announces a three-year partnership with Ogyre** (www.ogyre.com), the first global platform of "fishing for litter", which becomes Sustainability Partner of the team based in Cagliari.

Luna Rossa and Ogyre are united by their love for the sea and join forces for three years not only to clean up the seas from litter and plastic, but also to raise awareness and take concrete action for the protection of the marine ecosystems: in fact, within the Ogyre platform, anyone can follow the example of Luna Rossa and participate in the collection of marine litter through direct support to one or more fishermen, thus, adding its own kilos of marine litter to the six tons collected remotely by the Luna Rossa Prada Pirelli team.

But what is "fishing for litter"? *"This is a virtuous model tested for the first time in Scandinavian countries, which aims to clean the seas of plastic thanks to fishermen who, in fact, collect marine litter during normal fishing activities - explain Antonio Augeri and Andrea*



Faldella, founders of Ogyre - *We involve fishermen to help us bring back to land the marine litter that gets stuck in fishing nets, compensating them with an economic contribution for their work and making a positive impact on local communities. Once ashore, we dispose of waste properly with NGO partners. This way we are able to collect, through our network of fishing boats, an average of 10,000 kg of waste per month, part of which is returned to the recycling circuit. Technology helps us make the process more direct, transparent and within everyone's reach. "*

Ogyre now has a network of 80 fishing boats in several different countries: Italy (Cesenatico, Santa Margherita Ligure, Marina di Ravenna), Brazil and Indonesia, who carry out sustainability projects such as the one carried out in partnership with the Luna Rossa Prada Pirelli team.

"The partnership with Ogyre represents a new and important step in the path of sustainability and protection of marine ecosystems undertaken by Luna Rossa: the sea is our home and every day we are committed to respecting and protecting it, not only by activating sustainability projects like this one, but also with investments to improve our internal practices, with the use of more sustainable fibers for technical clothing and the introduction of alternative solutions to single-use plastics commented Max Sirena, Skipper and Team Director of Luna Rossa Prada Pirelli - Our commitment to the environment is strengthened by the individual attitude of all team members, united by a genuine and passionate bond with the sea. We hope that the partnership between Luna Rossa and Ogyre can lead to new ventures that can inspire and involve the new generations as well "

Contacts:

OGYRE Press Office:

Bruna Coppolino	bruna@saykudos.co	349 82 18 547
Alessandro Bono	alessandro@saykudos.co	347 05 18 455
Valentina Torielli	valentina@saykudos.co	331 38 64 774

Luna Rossa Press Office

press.office@lunarossachallenge.com



About OGYRE

Ogyre is the first Italian platform of "fishing for litter", a practice that aims to clean the seas from marine litter through fishermen. They are regularly remunerated by Ogyre to recover litter from the sea during their normal fishing activities and bring it back to the port for disposal. Ogyre involves people and companies for its mission through a technological platform that allows everyone to protect the sea by directly financing fishermen in the collection, or through the purchase of products made of regenerated materials, such as swimsuits or jackets.

More info su: www.ogyre.com

About Luna Rossa Prada Pirelli Team

The Luna Rossa team was born in 1997 from the meeting between the entrepreneur Patrizio Bertelli and the Argentinean yacht designer German Frers, who proposed him to launch a challenge for the 30th America's Cup in 2000.

Since then, the team has taken part in five editions of the America's Cup, winning the Challenger selection races twice - the Louis Vuitton Cup in 2000 and the PRADA Cup in 2021 - and competing in the finals in 2007 and 2013. In the Final Match of the 36th America's Cup presented by PRADA against the Defender Emirates Team New Zealand, the Luna Rossa Prada Pirelli team recorded the best score by an Italian challenger in the history of the America's Cup.

Luna Rossa will once again represent the Circolo della Vela Sicilia yacht club in the challenge for the 37th edition of the America's Cup to be held in Barcelona, Spain, in September and October 2024.

More info su: www.lunarossachallenge.com