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## **PLASTICS MAKE IT POSSIBLE® HONORS THE EVERYDAY HEROES WHO PROTECT US... AND THE SAFETY INNOVATIONS THAT PROTECT THEM**

***Video, Online Gallery, and Multi-City Exhibit  
Bring to Life the Stories and Gear Behind Acts of Heroism***

**WASHINGTON, D.C. (October 13, 2017)**—They run into burning homes, brave raging floodwaters, battle devastating wildfires, and help stop epidemics. These and other heroes are featured in “Protecting Our Heroes: A Tribute to Safety and Innovation,” an online gallery, video, and multi-city pop-up exhibit launched today by *Plastics Make it Possible*.

Working with the International Safety Equipment Association (ISEA), *Plastics Make it Possible* identified a dozen everyday heroes across the country—firefighters, policemen, medical professionals, and other rescuers—and tells their personal stories of harrowing experiences on the job. These often-unsung heroes rely on personal protective equipment (PPE) to help keep them safe, such as strong polycarbonate plastic helmets and goggles to help prevent head and eye injuries, and innovative neoprene plastic dry suits that help protect water rescuers from frigid temperatures and debris.

“For all the protective gear you wear, there’s nothing that can prepare your nerves for the roaring intensity of a wildfire,” says wildland firefighter Bailey McDade, a featured hero and one of many firefighters facing an especially turbulent 2017 season. “To keep me here—and the fires out—we rely on plastic protective equipment that’s resistant to heat and flames, yet very lightweight. When I’m on the front lines fighting a fire, putting on my plastic face shroud feels like closing an oven door.”

In addition to McDade, the online gallery and interactive exhibit include a search and rescue specialist who helps save victims in floods, a smokejumper who parachutes into remote locations to fight wildfires, and the nation’s first female bomb technician who uses a plastic bomb detector with sensors to locate and disarm explosives, sometimes in the midst of sandstorms. These three heroes are highlighted in a short video that airs in the pop-up exhibit, as well as online at [www.plasticsmakeitpossible.com/heroes](http://www.plasticsmakeitpossible.com/heroes).

“Plastics makers are proud to have a role in protecting the brave Americans who protect us all,” said Steve Russell, vice president of plastics at the American Chemistry Council, which sponsors *Plastics Make it Possible*. “High-performance plastics provide the critical combination of strength, durability, and mobility that protect the heroes who protect us.”

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Widespread use of PPE can help reduce risk of injury in dangerous occupations. “According to the Bureau of Labor Statistics, more than 4,000 workers are killed on the job in a given year. When used correctly, PPE can help bring those numbers down,” says ISEA President Charles Johnson. “May we be ever diligent to put protection into every practice of our lives and be thankful for the technology and the innovations that allow our heroes to do their jobs.”

The “Protecting Our Heroes” online gallery can be found at [www.plasticsmakeitpossible.com/heroes](http://www.plasticsmakeitpossible.com/heroes). The pop-up exhibit is free of charge and open to the public at Copley Place in Boston from October 13–15, followed by an exhibit at Greystone in Piedmont Park in Atlanta from October 20–22. Additional exhibit sites will be announced in the future.

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*Plastics Make it Possible® highlights the many ways plastics inspire innovations that improve our lives, solve big problems, and help us design a safer, more promising future. This initiative is sponsored by America’s Plastics Makers™ through the plastics industries of the American Chemistry Council.*

#### **About ACC**

*The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care®; common sense advocacy designed to address major public policy issues; and health and environmental research and product testing. The business of chemistry is a \$768 billion enterprise and a key element of the nation's economy. It is among the largest exporters in the nation, accounting for fourteen percent of all U.S. goods exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation’s critical infrastructure.*

#### **About ISEA**

*International Safety Equipment Association (ISEA) is the association for personal protective equipment and technologies—equipment and systems that enable people to work in hazardous environments. For more than 75 years, ISEA has set the standard for personal protective technologies. The association's members are leaders in safety equipment manufacturing, testing and application, and are united in the goal of protecting the health and safety of people worldwide. ISEA’s members routinely create new safety equipment solutions, including custom configurations, using modern technology for a wide array of workplace hazards. Our goal is the proper use and selection of safety equipment to eliminate workplace injuries and fatalities.*