

Yukon Plastics Prepares to Launch Groundbreaking Kickstarter Campaign on Earth Day 2025

Yukon Plastics is building a locally-driven solution to the global plastic problem by turning discarded plastics into durable, beautifully designed products right here in Canada's North.



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Yukon Plastics, a forward-thinking, family-run business from the Canadian subarctic, is set to change the way Canadians think about waste with its upcoming Kickstarter campaign, launching **on Earth Day, April 22nd, 2025**. In alignment with the day's global theme of environmental action, Yukon Plastics is proving that discarded plastic doesn't have to be the end of the story—it can be the beginning of something better. By transforming waste into high-quality, everyday essentials, the company is demonstrating how small-scale innovation can drive big, sustainable change.

With the campaign's slogan "**Yukon Made. Globally Inspired.**", the company is calling on backers

across Canada to support a future where waste isn't wasted. Every contribution to the Kickstarter will help Yukon Plastics scale production, develop new product lines, and put the Yukon at the forefront of sustainable innovation. The Yukon is one of Canada's northern territories—home to unspoiled wilderness, rich cultural traditions, and a way of life that offers something larger than ourselves.

“Launching on Earth Day is more than just timing—it’s a statement,” says Janna Swales, founder of Yukon Plastics alongside her son, Will. **“Earth Day is about action, and that’s exactly what we’re doing—taking plastic waste and giving it new life. The North is changing faster than anywhere else in Canada, and we believe the solutions to environmental challenges should come from those who see the impact firsthand.”**

The Kickstarter campaign will feature a core product offering, exclusive limited-edition rewards, and bulk stockist deals for retailers, as well as B2B opportunities for hospitality partners—from Airbnbs to large-scale hotels. Backers will even have the chance to visit the Yukon and witness the plastic-to-product transformation firsthand.

Funds from this campaign will go toward scaling up our production, allowing us to meet demand from retail stockists and expand into B2B markets—bringing sustainable solutions to more businesses than ever before. As Janna and Will say, ‘Let’s try to run out of waste plastic!’.

Join the movement before the campaign goes live by signing up to be notified of the Kickstarter launch at [Yukon Plastics Kickstarter](https://www.yukonplastics.com/kickstarter) and joining the mailing list at [yukonplastics.com](https://www.yukonplastics.com) for early access and the chance to be the first to back a cleaner Canada.

Embargo in place until April 12th at 9 am PST.

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