



## **MEDIA RELEASE**

**3 August 2010**

### **The National Convention Centre wins community grant from Keep Australia Beautiful to increase beverage container recycling**

The National Convention Centre is the only organisation in the ACT to win a community grant to increase beverage container recycling and reduce waste being sent to landfill.

The \$12,000 Keep Australia Beautiful grant, funded by the Coca-Cola Foundation, will enable the National Convention Centre to purchase new recycling bins, strengthen its existing training program to educate staff on recycling and further encourage visitors to recycle their waste.

The focus of the \$200,000 nationwide Community Grants Scheme funded by the Coca-Cola Foundation is on increasing away from home or 'out & about' recycling, through practical projects that leave a legacy and do not duplicate existing recycling activities. Project results must be measurable and show how recycled materials are being collected and diverted from landfill.

Scott Lyall, Executive Officer of Keep Australia Beautiful National Association said: "The National Convention Centre was selected as a grant recipient as their project provides a clear and tangible outcome for increasing the recycling rate of beverage containers in public places. With only just over half the total waste produced in Australia each year being recycled, this project provides an option for the public to recycle their beverage containers when they are on the move."

Many of the community grants projects being announced nationally coincide with Keep Australia Beautiful (KAB) Week, which kicks off on Monday 23<sup>rd</sup> August and runs until Sunday 29<sup>th</sup> August. The theme for this year's campaign is focused on encouraging people to recycle their empty beverage containers when they are 'out & about' to reduce landfill waste.

Cindy Young, Manager of the National Convention Centre said: "We are proud to have our environmental efforts recognised by the Keep Australia Beautiful grant and the Coca-Cola Foundation. In addition to maximising our recycling rates, the grant will allow us to strengthen our message to visitors and the local community around the importance of waste reduction."

#### **For media enquiries please contact:**

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#### **Editor's Notes**

**A follow up photo opportunity will be arranged for a KAB Week story mid-August.**

#### **About Keep Australia Beautiful**

Keep Australia Beautiful seeks to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment. National programs include the Australian Sustainable Community Awards consisting of Tidy Towns, Sustainable Cities and Clean Beaches; the National Litter Index (results released in September) and Keep Australia Beautiful Week (23-29 August in 2010).



### About the Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands locally. Together with **Coca-Cola**, recognized as the world's most valuable brand, the Company's portfolio include 14 billion dollar brands, including **Diet Coke, Fanta, Sprite, Coca-Cola Zero, glaceau vitaminwater** and **Powerade**. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and juice drinks and ready-to-drink teas and coffees. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).