



MEDIA RELEASE

3 August 2010

Torres Shire Council wins community grant from Keep Australia Beautiful to increase beverage container recycling

Torres Shire Council has won a \$10,000 community grant to reduce waste being sent unnecessarily to landfill by increasing beverage container recycling on Thursday and Horn Islands.

The Keep Australia Beautiful grant, funded by the Coca-Cola Foundation, will enable the Torres Shire Council to implement the Aluminium Can Recycling Program on Thursday Island and Horn Island.

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.

KAB QLD selected Torres Shire Council's project to receive a grant, along with four other QLD community projects. Recycling in the Torres Strait is severely limited due to its remote location and quarantine restrictions. Council has been able to overcome these restrictions by moving the aluminium cans in a sealed container. The funding will go towards the purchase of two shipping containers to move the baled cans to the mainland for recycling.

Rick Burnett, CEO of KABQ said: "The Torres Shire Council was selected to receive a grant 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 will help to increase recycling on the island.

Many of the community grants projects being announced nationally coincide with Keep Australia Beautiful (KAB) Week, which kicks off on Monday 23rd August and runs until Sunday 29th 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.

Bernie McCarthy, CEO of the Torres Shire Council said: "We are delighted to receive this grant from Keep Australia Beautiful and the Coca-Cola Foundation. We are keen for our community to play a role in increasing the recycling rates of beverage containers. This grant will assist in achieving this goal by a means of overcoming quarantine regulations, allowing the transporting recycled cans to the mainland."

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 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.