



MEDIA RELEASE

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Adopt a Town committee wins community grant from Keep Australia Beautiful to increase beverage container recycling

Adopt a Town has won a \$3,000 community grant to increase beverage container recycling across the Wakefield Regional Council area.

The Keep Australia Beautiful grant, funded by the Coca-Cola Foundation, will enable the Adopt a Town committee to help raise money through recycling to support their adopted town of Callignee in South East Victoria which was devastated by the bushfires in February 2009.

The focus of the \$200,000 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.

KESAB *environmental solutions* selected the Adopt a Town committee project to receive a grant, along with three other South Australian local community projects. The funding will assist in promoting recycling in area and encouraging families, schools, businesses, sporting clubs to donate all or part of their money received through can recycling so that the funds can be distributed to Callignee. The committee aims to raise \$5,000 by recycling 50,000 cans in the next six months.

"South Australia's Zero Waste policy and strong commitment to recycling embraces all layers of the community activities and events", John Phillips Executive Director of KESAB said.

"Significant volumes of waste are created during large public events and much of it can be re-used and recycled as we recognise waste is a valuable resource underpinning environmental sustainability practices", Mr Phillips added.

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.

Joy Woodroffe, Convenor of the Adopt a Town committee, 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 and this grant will help assist with providing the advertising mediums infrastructure and education needed to engage our residents of the community."

For media enquiries please contact:

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- **John Phillips** - Executive Director, KESAB *environmental solutions* on 0413-877-875
- **Lara Shannon** - Keep Australia Beautiful National Publicist on 0415 076 015 or laras@kab.org.au



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). KESAB is a Member of Keep Australia Beautiful National Association.

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.