



MEDIA RELEASE

3 August 2010

Gawler Show wins community grant from Keep Australia Beautiful to increase beverage container recycling

The Gawler Agricultural, Horticultural & Floricultural Society (GAHFS) has won a \$5,500 community grant to reduce waste produced at the Gawler Show this year. The Gawler Show Society will introduce a recycling program that will enable and encourage visitors to recycle their waste.

The Keep Australia Beautiful grant, funded by the Coca-Cola Foundation, will enable the GAHFS to implement increased beverage container recycling at the show.

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.

KESAB *environmental solutions* selected the Gawler Show project to receive a grant, along with three other South Australian local community projects. The GAHFS' grant will go towards creating recycling points, introducing a team of 'recycling angels' and a visual display.

"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.

The Gawler Show will be held on 28th & 29th August, coinciding 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 KAB Week campaign is focused on encouraging people to recycle their empty beverage containers when they are 'out & about' so that their rubbish can be 'reincarnated' into new products.

"We are delighted to receive this grant from Keep Australia Beautiful and the Coca-Cola Foundation," said Peter Angus, President of the GAHFS. "Some members of our committee have been keen for some time to incorporate recycling into the Show's waste management strategy, and this grant will enable us to purchase recycling bins as well as train volunteers to provide advice on recycling"

"The fact that the Gawler Show falls in Keep Australia Beautiful Week provides visitors with an ideal way to get involved and support 'out and about' recycling", Mr Angus added.

- ends -



For media enquiries please contact:

- **John Phillips** - Executive Director, KESAB *environmental solutions* on 0413-877-875
- **Rachel Feuerherdt** - GAHFS Project Manager on 0407 775 868 or rachel@dteconsulting.com.au
- **Lara Shannon** - Keep Australia Beautiful National Publicist on 0415 076 015 or laras@kab.org.au

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.