



MEDIA RELEASE

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Bendigo Senior Secondary College wins community grant from Keep Australia Beautiful to increase beverage container recycling

Bendigo Senior Secondary College has won a \$9,535 community grant to increase beverage container recycling in Lockhart and reduce waste being sent to landfill.

The Keep Australia Beautiful grant, funded by the Coca-Cola Foundation, will enable the Bendigo Senior Secondary College to implement the Drink up-Recycle and Save Your Planet program.

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.

Bendigo Senior Secondary College's project was awarded a grant, along with two other Victorian community projects. The funding will go towards purchasing infrastructure and implementing a beverage container recycling program at the Bendigo Secondary College.

Scott Lyall, National Executive of Keep Australia Beautiful, said "Bendigo Senior Secondary College was selected 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 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.

Meredith Fettling, Assistant Principal of Bendigo Senior Secondary College, 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 infrastructure and recycling education needed to engage our students, staff and parents in this process."

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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.