

MEDIA RELEASE
December 9, 2010



Pearl Beach Announced Winner of NSW Clean Beaches Award

Pearl Beach on the Central Coast has won the Keep Australia Beautiful NSW Overall Clean Beach Award for 2010. The beach, located in the Gosford LGA, will vie for the title of Australia's Cleanest Beach against other State and Territory overall winners for 2010.

In the absence of a formal Clean Beaches awards program in NSW this year, Pearl Beach was nominated by Keep Australia Beautiful NSW to contest the Australian Clean Beaches Awards program.

Peter McLean, CEO of Keep Australia Beautiful NSW, said the Pearl Beach community was leading by example.

"Pearl Beach was the runner up for the 2009 Clean Beaches Challenge in NSW," Peter McLean, CEO of Keep Australia Beautiful NSW.

"This community deserves recognition for the way they have protected the beach in conjunction with the local council, the way they continue to participate in its upkeep, their remarkable efforts in restoring the greatly used and valued rock pool, and the way they have provided for community education and activities regarding the coastal environment.

"Keep Australia Beautiful NSW is proud to award Pearl Beach the NSW Overall Clean Beach Winner for 2010."

The Clean Beaches program is undergoing a restructure in NSW this year in response to consultation with coastal communities that identified a need for greater collaboration on environmental projects between differing groups, businesses and individuals that shared a beach.

The revamped Clean Beaches program will raise environmental awareness on the NSW coastline and reward the efforts of coastal communities that work collaboratively for the sustainability of their beach. NSW Clean Beaches Awards will return in 2011.

Keep Australia Beautiful NSW began implementing the restructure this year and has already begun facilitating the formation of Clean Beaches Committees along the coastline.

Clean Beaches is a Keep Australia Beautiful NSW initiative, partnered with Department of Environment, Climate Change and Water, and Sydney Water. The program has been working with coastal communities since 2001.

For more details about the Clean Beaches program please contact Rosemary Hadaway, Programs Manager on 02 9633 3380 or visit the website www.kabnsw.org.au/OurPrograms/CleanBeaches.aspx

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