



Media Release, 25 October 2010

## **Keep Australia Beautiful helps tackle illegal dumping as the Garage Sale Trail goes national**

Following the overwhelming success of the first ever Garage Sale Trail in Bondi - where 126 garage sales were held on same day - Keep Australia Beautiful has teamed-up with the Garage Sale Trail organisers to take the event national on 10 April 2011.

The Garage Sale Trail is a fun way of discouraging illegal dumping that also rewards householders by putting cash in their hands for doing the right thing by the environment.

On average each participating household made \$750 dollars of pocket money during the Bondi event and approximately 15 shipping containers worth of waste was saved from going to landfill, waste which would otherwise litter the streets of Bondi.

In the spirit of Keep Australia Beautiful's Sustainable Communities Awards, The Garage Sale Trail unites community and delivers an authentic sense of civic pride, but in a way that is fun & social.

As the official environmental charity partner, participants will be encouraged to donate 10% of their garage sale's taking to Keep Australia Beautiful to help with their year round efforts to reduce litter and increase recycling.

Keep Australia Beautiful Executive Officer Scott Lyall said: "The Garage Sale Trail is set to become a major national event in April each year and Keep Australia Beautiful is on board as the environmental charity partner to help promote the reduce, reuse and recycle message within the community.

"We are calling on our awards participants, councils, schools and community groups across Australia to get behind this exciting new program. Lobby your council to sign on and encourage your neighbours to get involved too by signing-up to the Garage Sale Trail site. "You can not only extend the life of your used goods, you can also help Keep Australia Beautiful further our work to prevent litter and increase recycling by nominating KAB as the charity to receive a proportion of your sales." Scott Lyall added.

Garage Sale Trail Director, Darryl Nichols said, "We're encouraging people to get creative and have as much fun as they can with their garage sales - it's an opportunity to get outside, talk to your neighbours, earn some pocket money and save your pre-loved goods from simply being sent to landfill - we're really excited to have Keep Australia Beautiful involved"

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## **Editor's Notes:**

### About the Garage Sale Trail

The Garage Sale Trail is a mission to help promote recycling & sustainability, bring people together / unite communities and have a little fun!

It's free to participate in the Garage Sale Trail. Official participation will be limited to people living in the precincts of Council partners (of which there will be 30 all across Australia), although we encourage all Australians to get involved on the day.

### About Keep Australia Beautiful

The Keep Australia Beautiful Sustainable Communities Awards consist of the Tidy Towns, Sustainable Cities and Clean Beaches Awards.

Tidy Towns started in 1968 and has a huge following in regional areas. The Sustainable Cities Awards was involving all states and territories by 2007 to recognise the sustainability efforts of urban and metropolitan communities. The Beaches Awards commenced in 2002.

The Keep Australia Beautiful, National Litter Index released on 23 September 2010 showed that illegal dumping continues to be a serious problem in Australia, representing the largest contribution to estimated litter volume in the national tally and in the state specific results for NSW, SA and TAS.

Funds donated to Keep Australia Beautiful by Garage Sale Trail participants will help Keep Australia Beautiful with these and other year round efforts to reduce litter and increase recycling.

For further information about Keep Australia Beautiful programs visit [www.kab.org.au](http://www.kab.org.au)

To learn more about the Garage Sale Trail visit [www.garagesaletrail.com.au](http://www.garagesaletrail.com.au)

Donations to Keep Australia Beautiful can be made where ever you see the Keep Australia Beautiful 'Green Ribbon' logo:

