



## MEDIA RELEASE

For August 2011

### Go Green and Gold for Keep Australia Beautiful Week

The annual Keep Australia Beautiful Week campaign kicks off on Monday 22<sup>nd</sup> August, so there's no better time to reflect on how you can keep your neighbourhood litter free and help your community become sustainable.

If picking up someone else's rubbish isn't quite your thing, you can still support the work of Keep Australia Beautiful (KAB) by buying one or more products from their Green Ribbon fundraising range.

Money raised will help fund their volunteer programs such as the Sustainable Communities Awards, which sees tens of thousands of people working tirelessly in towns and cities around the country every day of the year to help to protect and improve their local environment.

#### Examples from the Keep Australia Beautiful Green Ribbon product range

	<p>The Mr Vintage retro t-shirt range not only raises money through the sale of their KAB tees, but they also help promote KAB all year round and give Australians a sense of pride in their country by wearing them.</p> <p>RRP \$35 with <b>\$5 from Every KAB retro t-shirt donated to Keep Australia Beautiful.</b></p> <p>Available online at <a href="http://mrvintage.com.au">mrvintage.com.au</a></p>	 <p>In support of Keep Australia Beautiful Week this August, Sukin has released a limited edition Body Lotion.</p> <p><b>\$1.00 from the sale of every specially marked bottle will be donated to Keep Australia Beautiful.</b></p> <p>For stockists call 1300 858 898 or visit <a href="http://sukinorganics.com">sukinorganics.com</a></p>
 <p>For people who would prefer not to receive unsolicited mail in their letterbox EcoVoice has created a 'No Junk Mail' sticker.</p> <p><b>50c from each \$1 sale is donated to Keep Australia Beautiful.</b></p> <p>Visit <a href="http://ecovoice.com.au">ecovoice.com.au</a> for further information or to purchase a fundraising pack for your school or community group.</p>	 <p>4MyEarth provide an environmentally friendly Sandwich Wrap that can be used again and again. Finally an easy and non-toxic product that keeps food fresh and dry. <b>15c from each sale is donated to Keep Australia Beautiful.</b></p>	

Visit [www.kab.org.au](http://www.kab.org.au) to view the Green Ribbon product range

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Keep Australia Beautiful Week is sponsored by the Hungry Jack's® 'Bag it and Bin it' litter reduction program

