



## Media Release - July 2011

### Keep Australia Beautiful Week 2011 to focus on keeping our waterways litter-free

Keep Australia Beautiful Week (KAB Week) is held at the end of August each year, and was developed by Keep Australia Beautiful to remind people about the simple things they can do in their daily lives to reduce their impact on the environment and encourage action.

In 2011, KAB Week will be held from Monday 22 August to Sunday 28 August and will focus on the need to help keep our waterways litter free. Keep Australia Beautiful will also be announcing the results of its annual National Litter Index during the week.

According to Keep Australia Beautiful spokeswoman, Lara Shannon, "It is estimated that about 80 per cent of marine debris is from land based source with food and drink wrappers, cigarette butts and other litter being left on our beaches or reaching the ocean and rivers through run-off from storm water drains."

This is an avoidable environmental problem so this year's campaign aims to bring the issue home to all Australians by showing the damaging effect this litter has on our waterways, and the direct impact it has on the health and safety of marine wildlife.

Schools are being encouraged to help promote the message, with students and teachers being encouraged to get involved by creating marine animal 'litter art' displays, supported with litter facts and research. Template media releases will be available to download and distribute to their local media to help spread the message amongst the local community.

Local councils and businesses can also download campaign posters to display locally to highlight the impact litter can have on our environment.

The Hungry Jack's Bag It & Bin It program is the Principal Sponsor of KAB Week and will also support this message in-store with posters, trayliners and staff involvement to remind its customers of the need to dispose of their packaging waste responsibly.

Resources will be available online at [www.kab.org.au](http://www.kab.org.au) by the end of July.

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*This "Plastic Bag Monster" was created by Slovenian artist Miha Artnak who collected 40,000 used plastic bags and 7,500 used plastic cups to create the "Plastic Bag Monster" artwork.*

*Photo source: REUTERS/Francois Lenoir*



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

