



**Media Release – 22 August 2011**

## **Litter...Dropped on Land, Kills at Sea**

Keep Australia Beautiful Week kicks off today with a PR stunt in the Sydney CBD to highlight the harmful impact that litter can have on Australia's waterways and wildlife.

To reinforce this, Sydney workers were this morning greeted by a unique and highly engaging advertisement.

Sydney siders were puzzled when, over the ordinary traffic and general city noise, the sound of waves crashing against a beach, seagulls wheeling overhead and children playing in the surf suddenly cut through.

And where was it coming from? The Sydney street gutters and storm water drains.

Crowds gathered and peered into the drains across three locations across the Sydney CBD, trying to work out where the noise was coming from. It was then that the message cut through: "What goes in here, comes out in the ocean. Put your rubbish in the bin, and Keep Australia Beautiful."

The stunt is an initiative of Keep Australian Beautiful, who is currently trying to communicate the intrinsic link between the litter on our streets and the effect it's having on our marine and wildlife and our beautiful waterways.

According to Keep Australia Beautiful Spokeswoman, Lara Shannon, "Each year, millions of items such as cigarette butts, plastic and glass beverage containers, food packaging and fishing gear make their way into our oceans and rivers through storm water drains."

"This pollutes local waterways and can also injure or kill marine mammals that ingest or get entangled in this litter. At least 77 species of marine wildlife found in Australian waters are affected, with sea turtles, seabirds, dolphins and sea lions being particularly vulnerable."

For further information and tips on how you can help keep our waterways litter free visit the KAB Week pages at [www.kab.org.au](http://www.kab.org.au)

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