

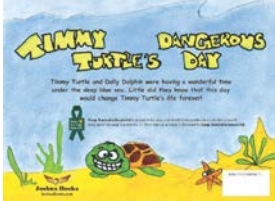


<p>Since 1968 Keep Australia Beautiful has been working to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment. Selected products and services, displaying the KAB Green Ribbon logo are raising funds for Keep Australia Beautiful.</p> <p>http://www.kab.org.au/support-us/licensed-merchandise/</p>	
<p>EcoVoice For people who would prefer not to receive unsolicited mail in their letterbox EcoVoice has created a 'No Junk Mail' sticker. 50c from each \$1 sale is donated to Keep Australia Beautiful. http://ecovoice.com.au/catalogues</p>	
<p>4MYEarth Sandwich Wraps One way to cut waste is to avoid single use packaging and use something that is reusable instead. 4MyEarth provide environmentally friendly Sandwich Wraps and pockets that can be used again and again. 15c from each sale is donated to Keep Australia Beautiful http://www.4myearth.com.au/store/index.php?cPath=4&osCsid=021d8ab58b9228c3e2192cd8b41e31e0</p>	
<p>Sukin Australian Natural Skincare, Skincare that doesn't cost the earth. \$1 from selected products during Keep Australia Beautiful Week http://www.sukinorganics.com.au/</p>	
<p>Australian Jewellers Supplies 20c from each purchase of a reusable bag from Australian Jewellers Supplies. Please visit http://www.jewellerssupplies.com.au/ for store locations.</p>	

<p>Donate A Car KAB has volunteers cleaning up car bodies and all sorts of litter and rubbish from the Australian landscape. We also have a company that will collect and auction your unwanted cars for parts and arrange a donation in your name to Keep Australia Beautiful. www.donateacar.com.au</p>	
<p>Mr Vintage (available soon) The Mr Vintage retro t-shirt range not only raises money through the sale of their KAB teas, but they also help promote KAB all year round and give Australians a sense of pride in their country by wearing them. RRP \$35 with \$5 from every KAB retro t-shirt donated to Keep Australia Beautiful. http://www.mrvintage.com.au/shop/HIDDEN+CATEGORIES/KAB</p>	
<p>Timmy Turtles Dangerous Day (avail soon) A littered plastic bag on a beach, a turtle and a lucky escape. We are proud to be associated with this publication and the valuable story and message it presents. \$1 from each purchase is donated to Keep Australia Beautiful". Available at www.joshuabooks.com/David-Searle/Timmy-Turtle-s-Dangerous-Day/flypage.tpl.html</p>	

1. Who is Keep Australia Beautiful?

Keep Australia Beautiful commenced in 1968 and is Australia's leading, community based, litter prevention organisation. It has an office in each state and territory, a year round calendar of activities and a national network of community volunteers, local councils and service clubs.

Keep Australia Beautiful is best known for its awards programs that identify, acknowledge and promote excellence in grass roots environmental initiatives. The Australian Sustainable Communities Awards includes the Tidy Towns, Sustainable Cities and Clean Beaches Awards. Each of the awards programs celebrate the work of local communities striving towards sustainability.

Keep Australia Beautiful Week is held at the end of August each to coincide with spring. It is a time for all Australians to think about how they can create positive environmental change through individual actions. These are just some of the activities that involve millions of Australians each year. Program details can be found at www.kab.org.au

2. What is the Green Ribbon Program and Gift Fund?

For many years Keep Australia Beautiful has worked with industry and government sponsors to make its programs possible. Now the Keep Australia Beautiful is able to offer a cause marketing or licensing program for organisations who wish to associate their product or service with this worthwhile environmental cause.

Licensing partners and their customers benefit from working with KAB National Association which is a not-for-profit association and registered Tax Deductible Charity. Funds from the KAB Green Ribbon program go to the KABNA Gift Fund which is the registered fund for tax deductible donations. The funds are then allocated by the KABNA Gift Fund Committee to priority KAB activities.

3. Use of the KAB Green Ribbon logo

The KAB Green Ribbon logo helps distinguish KAB Green Ribbon partners, who pay a proportion from each sale, from other partners such as sponsors and grant providers, who provide an agreed sum up front. The ribbon shows that it is intended to be cause marketing rather than ecolabelling.

4. Contacts and further information

Scott Lyall, Executive Officer, 0419 016 401 or scottl@kab.org.au
Lara Shannon, National Publicist, 0415 076 015 or laras@kab.org.au

Keep Australia Beautiful National Association
Mail: GPO Box 193, Canberra ACT 2601
M, P 02 9698 8773, www.kab.org.au

<http://www.kab.org.au/support-us/licensed-merchandise/>