

March 31, 2011

## QUEST FOR "TIDY TOWNS" IN RAVAGED QUEENSLAND

Keep Australia Beautiful has launched its 2011 search for Queensland's "tidiest town", in a battered landscape "littered" with the debris of floods and cyclonic devastation.

KABQ's CEO, Rick Burnett, said this year would be a great challenge for many loyal townships and communities, and regular entrants of the annual "Tidy Towns" competition.

"We know many communities are suffering and we hope the "Tidy Towns" spirit and sense of pride will shine through and help speed up the recovery process," Burnett said.

"In damage stricken areas, we will be rewarding the efforts in recovery – the large and small steps achieved by townsfolk working together to clean up and rebuild.

"Keep Australia Beautiful Queensland, and the Tidy Towns competition, have reached a significant milestone in 2011 – it is our 40<sup>th</sup> anniversary.

"We've all come a long way since 1971, when the first anti-litter campaigns were introduced in Queensland.

"Now the Tidy Towns are competing in not just litter prevention, but also in categories like energy and water conservation, young legends, outstanding achievements, and the bush spirit award for overcoming hardship.

"Tidy Towns are part of the Aussie way – help out your neighbours, be part of the community and keep the environment clean and tidy.

"You don't rubbish your home, so don't rubbish your town or community.

"Litter is still a major problem from cigarette butts to fast food packaging and beverage containers. We need to stop this laziness in our communities."

Burnett said the Keep Australia Beautiful "National Litter Index" in 2010 had found that half of all litter items were cigarette butts.

"An estimated 7-Billion cigarette butts are dropped on the ground in Australia every year," Burnett said. "We need to stop that and we are asking all our Tidy Town entrants to lead the fight, by becoming 'BUTT-FREE ZONES'.

"We are asking all smokers to take responsibility for this problem, and use an ash-tray or butt-bin." **(A new KABQ "Butt-Free Zone" campaign will be launched on May 1, 2011)**

Burnett praised the loyal sponsors of KABQ – particularly the RACQ – the original Queensland automobile club, which has been a sponsor of KABQ for the whole 40-year history.

"This year they are helping our butt-litter campaign to stop people in cars tossing butts out windows onto roads," Burnett said.

Other sponsors this year include: Australia Post, Ergon Energy, Mint Advertising, Paradise & Bishopp Outdoor Advertising and Grundfos Pumps.

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Towns will compete in 11 categories of awards in 2011

1. The Friendliest Town Award
2. **Australia Post** Bush Spirit Award
3. **RACQ** Litter Prevention Award
4. Resource Recovery Award
5. Partnerships Award
6. Energy Conservation Champions Award sponsored by **Ergon Energy**
7. Environmental Protection Award
8. Queensland's Young Legends Award
9. Heritage Award sponsored by **Paradise & Bishopp Outdoor Advertising**
10. **Grundfos Pumps** Water Conservation Award
11. **MINT** Individual Outstanding Accomplishment Award

*For more information about Keep Australia Beautiful, and to enter the Tidy Towns competition- log onto [www.kabq.org.au](http://www.kabq.org.au) - entry forms are easily accessed.*

*Entries close May 27, 2011*

**Interviews** | Rick Burnett CEO – 0419 460 782