



**MEDIA RELEASE**  
**24 August 2009**

**TERRITORIANS GET A WASTE REDUCTION WAKE-UP CALL**

Keep Australia Beautiful (KAB) and celebrated NT sportswoman, Crystal Attenborough, are calling on all Territorians to get involved in a waste reduction challenge during Keep Australia Beautiful Week, which kicks off today.

After NT's disappointing results in the recently released National Litter Index Report, the challenge is now on for Territorians to reduce their waste and litter.

According to KABCNT CEO, Heimo Schober: "Recent reports show that Territorians are the worst litterers and amongst the top producers of waste per capital in the country. We simply cannot continue at this rate if we are serious about conserving our natural resources and tackling climate change.

"Up to 80% of what we discard nationally can instead be reused or recycled, with many items and packaging providing the resources to create new products, whilst a third of this waste is organic (food and green) waste that could have been composted or avoided in the first place.

"If Australians continue producing waste at the rate we are today, then based on current reporting and data we could be producing up to 70 million tonnes of waste a year by 2020\*", What we throw away today, may still be polluting our environment for generations to come, so this year's campaign aims to show how *Waste Lives On*", Schober added.

Helping to promote the message is, Crystal Attenborough, Commonwealth Games sprinter and NT Sportsperson of the Year 1998/99/2007: "I spend a great deal of time outdoors with my training and competing, so I know too well how important it is to have a healthy environment for good personal health. I would encourage all Territorians to get involved in the waste reduction challenge during Keep Australia Beautiful Week. It's an easy way to help keep our planet healthy."

There are many ways to get involved in KAB Week. Schools and junior sports clubs can win a range of prizes by participating in the waste reduction challenge and entering their activities online at the Keep Australia Beautiful website at [www.kab.org.au](http://www.kab.org.au)

By recycling old or broken mobile phones with MobileMuster at NT Cartridge World stores during KAB Week, participants will receive a 10% discount voucher on printer cartridge refills. By refilling and then recycling printer cartridges you will also be reducing your impact on the environment and saving money at the same time.

Meanwhile, Hungry Jack's restaurants in the NT are also educating customers about waste and litter with in-store promotions and introducing a 'Bag It & Bin It' message on their packaging.

To find out how you can get involved at home, work or at school **visit [www.kab.org.au](http://www.kab.org.au)**

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For further information or statistics on litter and waste, please visit [www.kab.org.au](http://www.kab.org.au)

\* Department of the Environment, Water, Heritage and the Arts National Waste Policy Consultation Paper 2009