



MEDIA RELEASE
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**Victorian households urged to begin a waste reduction challenge for
Keep Australia Beautiful Week**

During Keep Australia Beautiful Week you can help reduce your waste by joining a number of well-known Victorians and taking up a waste reduction challenge.

According to Keep Australia Beautiful, Australians are one of the highest producers of waste in the world per capita, with every Australian household producing over one tonne of waste each year on average.

In Victoria, almost 10.3 million tonnes of waste was generated in 2006/2007 – just over two tonnes per person, and is increasing. Yet up to 80% of this could have been reused or recycled to provide sustainable resources to create new products, instead of ending up in landfill. National figures also show around a third of the total household waste thrown away is organic (food and green) waste that could have been composted instead.

In a bid to address this and educate people on ways to reduce their waste, the annual Keep Australia Beautiful (KAB) Week campaign is reminding people that *Waste Lives On* and is being supported by a range of Victorian celebrities including Molly Meldrum, Actor/Singer, Tottie Goldsmith; 'Postcards' TV Presenter Brodie Harper; Melbourne Demons star, Russell Robertson and former Collingwood/St Kilda player, Shane Wakelin; Comedian, Judith Lucy and others.

"If we continue producing waste at the rate we are today, and based on current reporting and data, it is estimated that up to 70 million tonnes of waste will be generated nationally each year, by 2020", says KAB Week Campaign Director, Lara Shannon. We simply cannot continue rubbishing Victoria like we do if we are serious about conserving resources and tackling climate change."

"What we throw away today, may still be polluting our environment for generations to come. By significantly reducing waste, people can save money and the environment, whilst recycling materials can give new life to our waste."

Factsheets on how to reduce your waste at home, work, school and when out & about can be downloaded from the website at www.kab.org.au, whilst schools and junior sports clubs can participate in the waste reduction challenge online to win prizes to help keep their grounds waste and litter free.

By recycling old or broken mobile phones with MobileMuster at your local Cartridge World store during KAB Week, you will receive a 10% discount voucher on printer cartridge refills. By refilling and then recycling printer cartridges, you can further reduce your impact on the environment and save money.

Meanwhile, Hungry Jack's restaurants across Victoria are educating customers about waste and litter with in-store promotions and have recently introduced a 'Bag It & Bin It' message on their packaging. The chain is also running food composting trials in selected SA restaurants.

"It is up to all Victorians to play their part in helping to protect and preserve our environment for future generations. By participating in a waste reduction challenge, together we can make a difference", Shannon added.

To arrange an interview or photograph with celebrity ambassadors contact:

- Jodie Mills, KAB pr, on 0402 305 231 or jodiem@kab.org.au
- Lara Shannon, Campaign Director, on 0410 076 015 or laras@kab.org.au

For further information, celebrity quotes or statistics on litter and waste, please visit www.kab.org.au