**Media Release – [Insert date here]**

**National Recycling Week 2024: Join the Cycle**

[Insert location] residents asked to keep valuable resources out of landfill

[Insert council/community group name] and Planet Ark are encouraging [insert location] residents to discover new ways to reduce, reuse and recycle during [National Recycling Week 2024](https://recyclingnearyou.com.au/nationalrecyclingweek/).

The campaign’s call to action, ***Join the Cycle***, urges councils, workplaces, schools, and individuals to engage in improving their recycling knowledge and building better recycling practices. The campaign also urges waste reduction through other activities such as refusing or reducing consumption and repairing and reusing what we already have.

Running from November 11-17, National Recycling Week provides an opportunity for residents and workplaces to learn simple methods of reducing their environmental footprint and preventing waste.

Residents can host or join recycling themed events, brush up on their recycling knowledge with educational resources, learn about new developments in recycling policy and technology or discover tricks to reduce what they are sending to landfill and ensure resources don’t go to waste.

“[*Insert spokesperson quote eg. importance of recycling to local community*]”

As part of this year’s celebrations, [*insert org/council name*] has organised the following events:

|  |  |  |  |
| --- | --- | --- | --- |
| **Event Name** | **Contact** | **Date & Time** | **How to Register** |
| *[Fill as required, or remove if not relevant]* |  |  |  |

Planet Ark research shows almost three in four (73 per cent) Australians believe they are doing enough to increase recycling rates in their own home, despite municipal solid waste remaining a significant contributor to overall waste levels.

The research also reveals a significant portion of Australians are unaware of recycling options other than their standard kerbside recycling bin, including services for common items such as mobile phones, televisions and computers, batteries, coffee pods and much more.

“Planet Ark is asking Australians to pause and think this National Recycling Week about what they are currently sending to landfill,” said Planet Ark CEO Rebecca Gilling.

“There are a range of options out there to recycle all manner of different household items, so if you’re unsure check with your local council or through Planet Ark’s Recycling Near You platform.”

National Recycling Week was founded in 1996 as an opportunity for Australians to take waste and recycling into their own hands by improving their recycling knowledge and building better recycling habits. Since then, the annual recycling rate in Australia has increased from just 7 per cent of all disposed materials to more than 60 per cent.

Planet Ark has a number of tools and tips to enable community groups, councils, households and workplaces to get involved and start reducing waste in the National Recycling Week [Resource Hub](https://recyclingnearyou.com.au/nationalrecyclingweek/councils/hub).

National Recycling Week is made possible by Major Sponsor **Coles**, Associate Sponsors **Coca-Cola Australia, Mobile Muster and Tetra Pak**, Media Partner **Seven West Media** and Supporting Sponsors **Australian Packaging Covenant Organisation** and **Cartridges 4 Planet Ark**.

To learn more or get involved in National Recycling Week, visit [nationalrecyclingweek.com.au](https://nationalrecyclingweek.com.au/).

**-- Ends --**

**National Recycling Week Resources:**

* [Recycling Guide](https://recyclingnearyou.com.au/resources/golden-rules)
* [Resource Hub](https://recyclingnearyou.com.au/nationalrecyclingweek/councils/hub)
* [Schools Recycle Right](https://recyclingnearyou.com.au/nationalrecyclingweek/at-school/)
* [Events Guide](https://recyclingnearyou.com.au/documents/doc-9014-nrw-2021-events-guide.pdf)
* [Recycling for Clothing & Textiles](https://recyclingnearyou.com.au/clothing)
* [Food and Garden Organics (FOGO) Collection Information](https://recyclingnearyou.com.au/resources/fogo)
* [Home Composting Information](https://recyclingnearyou.com.au/resources/home-composting)
* [Council Activity Guide](https://recyclingnearyou.com.au/documents/doc-9015-nrw-2021-council-guide.pdf)
* [Recycling Trivia Pack for Workplaces](https://recyclingnearyou.com.au/nationalrecyclingweek/trivia)
* [How to Set Up a Recycling System Guide](https://recyclingnearyou.com.au/nationalrecyclingweek/at-work/recycling-systems)
* [Workplace Recycling Toolkit](https://recyclingnearyou.com.au/documents/doc-15078-nrw-workplace-toolkit.pdf)
* [Workplace Recycling Presentations](https://recyclingnearyou.com.au/documents/doc-15079-nrw-presentations-all.zip)

**For further information, interviews or images please contact:**

**[Insert organisation name]**

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