**Media Release [Insert date here]**

**National Recycling Week 2021 to be a celebration of Aussie recycling**

[Insert location] residents encouraged to celebrate recycling their way

Planet Ark’s [National Recycling Week](https://recyclingnearyou.com.au/nationalrecyclingweek/) is celebrating a quarter century of helping Australians recycle right from 8-14 November by asking Australians to celebrate recycling in a way that is meaningful to them. Whether that is by hosting or joining a recycling themed event, brushing up on your recycling knowledge or discovering new tricks to cut down on waste and improve recycling and reuse, it’s all about celebrating the important role recycling plays in our lives.

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

Founded in 1996 as an opportunity for Australians to improve their recycling knowledge and build better recycling habits, National Recycling Week aims to help all Australians take waste and recycling issues into their own hands. This year the campaign will seek to positively highlight the advancements we have made over those 25 years of National Recycling Week and raise awareness of the continued importance of recycling amongst the Australian public.

“The advancements Australia has made in recycling since 1996 are something we should all celebrate as a strong recycling industry is highly valuable for both our environment and our economy,” said Planet Ark co-CEO Rebecca Gilling.

“The pandemic has challenged the way we live, work and interact with the world around us and has offered us the chance to build a better future. Now is the time to celebrate recycling and its benefits while recognising how we can further improve on our own knowledge and behaviours.”

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Event Name** | **Contact** | **Date & Time** | **Link to Register** |
| *[Fill as required]* |  |  |  |
|  |  |  |  |

As well as these events, Planet Ark has a new [Resource Hub](https://recyclingnearyou.com.au/nationalrecyclingweek/councils/hub) with lots of tools and tips for community groups to get involved and many other fun and educational activities and online events available to [insert location] residents.

National Recycling Week is made possible by Major Sponsor **Gumtree Australia**, Associate Sponsor **Coca-Cola Australia** and Supporting Sponsors **Tetra Pak**, **MobileMuster, Australasian Recycling Label** 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:**

* [Resource Hub](https://recyclingnearyou.com.au/nationalrecyclingweek/councils/hub)
* [Recycling Guide](https://recyclingnearyou.com.au/resources/golden-rules)
* [Council Activity Guide](https://recyclingnearyou.com.au/documents/doc-9015-nrw-2021-council-guide.pdf)
* [Events Guide](https://recyclingnearyou.com.au/documents/doc-9014-nrw-2021-events-guide.pdf)
* [Schools Recycle Right Challenge](https://recyclingnearyou.com.au/nationalrecyclingweek/at-school/)
* [Recycling Trivia Pack](https://recyclingnearyou.com.au/nationalrecyclingweek/trivia)
* [National Recycling Week Events Guide](https://recyclingnearyou.com.au/documents/doc-9014-nrw-2021-events-guide.pdf)
* [Recycling 101 Webinar](https://events.humanitix.com/national-recycling-week-recycling-101)
* [Furniture Upcycling Challenge](https://recyclingnearyou.com.au/nationalrecyclingweek/upcyclingtutorials)

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**About Planet Ark**

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia’s leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.

**About National Recycling Week**

Planet Ark’s National Recycling Week, founded in 1996, highlights the environmental benefits of re-use and recycling programs, while making participation enjoyable and easy through community events and programs. The dates for National Recycling Week in 2021 are **Monday 8 to Sunday 14 November 2021.**