



*Media Release*

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### **Schools Take the Challenge for National Recycling Week**

Schools across the country are getting on board for Planet Ark's new National Recycling Week initiative, the Tetra Pak Schools Recycle Right Challenge.

The challenge brings together a wide range of recycling-themed activities, lesson plans, supporting resources, and events ideas that have been developed specifically for Australian schools to teach their students about recycling. Each resource has been developed to enable learning by doing and learning by having fun.

National Recycling Week runs from 7-13 November and highlights the environmental benefits of re-use and recycling programs, while making participation fun and easy through events such as the Big Aussie Swap and the Tetra Pak Schools Recycle Right Challenge.

"Australians have great access to kerbside recycling, however it's important people of all ages understand the benefits and importance of recycling at school, work and home," said Cheryl Speechley, Environment Manager for Tetra Pak Oceania. "Tetra Pak is a proud supporter of Planet Ark and is excited by the Tetra Pak Schools Recycle Right Challenge."

The inaugural Schools Recycle Right Challenge will operate over a six-week period from Monday 17 October to Friday 25 November.

Planet Ark is encouraging every school across the country to arrange one or more recycling-themed lessons, activities or events for their students during the challenge period.

By registering to participate in the Tetra Pak Schools Recycle Right Challenge, schools gain access to a wide range of ready-to-use materials and resources and a competition just for schools, as well as early registration incentives. The program is free, however many of the resources are only available to registered schools. Activity coordinators also receive updates, information and support materials to help organise events.

Other events and initiatives throughout National Recycling Week include The Big Aussie Swap, the Recycle Right Quiz and the Friday File Fling. Community members are urged to host their own events or join one held by their local council, school or community group.

For more information on the Schools Recycle Right Challenge or any other National Recycling Week events, visit <http://recyclingweek.planetark.org> or call the hotline on 1300 733 712.

National Recycling Week is kindly supported by Major Sponsor **Tetra Pak** and Supporting Sponsors **The Aluminium Can Group, Battery World, Century Yuasa,** and **'Cartridges 4 Planet Ark'**.

**- Ends -**

**Note to editors: You have been sent this release because there is a participating school in your area. Please check the original email for details.**

### **About Planet Ark**

Planet Ark is an Australian not-for-profit Environmental organisation, founded in 1992. Planet Ark Environmental Foundation works with individuals and businesses to teach them the simple ways in which they can reduce their impact on the planet, at home, at work and in the community.

### **About Tetra Pak**

Tetra Pak is the world's leading food processing and packaging solutions company. Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products that each day meet the needs of hundreds of millions of people in more than 170 countries around the world. With almost 22,000 employees based in over 85 countries, we believe in responsible industry leadership and a sustainable approach to business. Our motto, "PROTECTS WHAT'S GOOD™," reflects our vision to make food safe and available, everywhere. More information about Tetra Pak Oceania is available at [www.tetrapak.com.au](http://www.tetrapak.com.au)

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