



Media Release

For immediate release

Fight the waste and get a bargain at Big Aussie Swap 2017

Planet Ark is calling on Australians to join the War on Waste and take part in a Big Aussie Swap during National Recycling Week from 13th - 19th November, as councils and community groups around the country get on board.

The savvy shoppers who choose to take part in a Big Aussie Swap are getting a unique dose of retail therapy. Swap parties extend the lives of useable items, are a great alternative to buying new items that people don't need and promote community engagement.

Participants exchange good-quality but unwanted items like clothes, books, CDs, children's toys, accessories and sporting equipment for tokens that are then used to 'purchase' pre-loved products that have been brought along by others.

"Textile waste in Australia accounts for 4.7% of landfill," says Ryan Collins, Recycling Programs Manager at Planet Ark. "Our recycling hotline is getting lots of calls about what to do with textiles after ABC TV's *War on Waste* episode on fast fashion, and it's clear that Aussies are looking for ways to get rid of their unwanted clothes responsibly. Swap parties are a great way to do this."

Swaps give participants the opportunity to update their wardrobes, bookshelves and bric-a-brac collections by swapping their unwanted items with friends, co-workers and other community members.

People can attend the public events or also host their own Swap Party at home, work or school. Planet Ark's *Big Aussie Swap 'How-To Guide'* has helpful advice on running a successful Swap session and useful resources such as invitations, swap tokens and signage.

To find your nearest Big Aussie Swap event, download the '*How-To Guide*', or for more information about any of Planet Ark's National Recycling Week initiatives, visit RecyclingWeek.PlanetArk.org or call the **National Recycling Hotline on 1300 733 712**.

Planet Ark founded National Recycling Week as a community education campaign in 1996, with the aim of bringing a national focus to recycling and minimising waste at home, at work and in the community. This year's theme, *What Goes Around: Why Buying Back Matters*, encourages Australians to close the recycling loop by buying and using products made from recycled materials.

National Recycling Week Events:

The **Schools Recycle Right Challenge** (2 Oct – 17 Nov), the **Friday File Fling** (Fri 17 Nov), **Buy It Back Day** (Sat 18 Nov), the **Big Aussie Swap**.

Ambassadors:

This year Planet Ark welcomes **Professor Veena Sahajwalla** (Director SMaRT Centre, UNSW), **Laura Wells** (model, marine biologist, sustainable fashion advocate), **James Treble** (interior designer and upcycling guru), **Costa Georgiadis** (ABC Gardening Australia) and **Magdalena Roze** (author, meteorologist and food waste warrior) as ambassadors for National Recycling Week.



Sponsors:

National Recycling Week 2017 is kindly supported by Major Sponsor **Naturale Tissue Products**, Associate Sponsors **Bingo Industries** and **'Cartridges 4 Planet Ark'**, Supporting Sponsors **MobileMuster**, **Planet Ark 100% Australian Recycled Paper (Australian Paper)**, **Tetra Pak** and **Tyre Stewardship Australia** and Prize Partners **Biome**, **eWood Gardens** and **Replas**.

Visit RecyclingWeek.PlanetArk.org website or call the **National Recycling Hotline on 1300 733 712** for further information about the event or any of Planet Ark's National Recycling Week initiatives.

- Ends -

About Planet Ark and National Recycling Week

Planet Ark Environmental Foundation is an Australian not-for-profit environmental organisation that was founded in 1992. We create simple, powerful and positive actions that help people, governments and businesses reduce their impact on the environment. Our vision is to create a future where people live in balance with nature.

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. Events and initiatives throughout National Recycling Week include the Schools Recycle Right Challenge, The Big Aussie Swap, the Recycle Right Quiz and the Friday File Fling.

For further information, interviews or images please contact pr@planetark.org or:

Carol Warwick

carol@planetark.org

PR and Media Manager

02 8484 7205

Joshua Cole

josh@planetark.org

PR and Media Officer

02 8484 7202

<https://www.facebook.com/planetark>

<https://twitter.com/planetark>

<https://instagram.com/ourplanetark/>