



*For immediate release*

## **SWAP AND SAVE THIS NATIONAL RECYCLING WEEK**

The way Aussies shop is about to get a shake-up with the launch of a new national event which encourages Australians to *swap* till they drop!

The **Big Aussie Swap** will see a series of public swap parties staged in cities and towns across Australia during Planet Ark's **National Recycling Week** (to be held from November 9 – 15).

Rather than rubbish their unwanted possessions, the Big Aussie Swap encourages participants to swap them.

The environmental benefits to swapping rather than discarding unwanted items are not as obvious as those associated with the recycling of common waste items such as aluminium cans or used printer cartridges. However, in addition to keeping quality resources in use and materials out of landfill, reusing items saves water and energy, and reduces carbon emissions.

“Not only does swapping a single cotton dress update your wardrobe at a bargain price, but it can save up to 22,000 litres of water from being used to produce the cotton for a new dress,” says Melissa Doyle, co-host of Sunrise on Seven and Big Aussie Swap ambassador.

Participants should visit [RecyclingWeek.PlanetArk.org](http://RecyclingWeek.PlanetArk.org) to check what items can be swapped at their nearest event. Some Big Aussie Swap parties are only for clothes, while others are for books, CDs, toys, tools or anything you can carry. Participants are advised that electronics are generally not accepted.

In addition to the environmental benefits, swap parties can snare you a bargain because the items on offer don't have an attached price tag. For each item you bring to a Big Aussie Swap party, you'll receive a token which is then exchanged as payment for another item. “The great thing about swap parties is you can update your wardrobe, children's toy box or book collection without spending any money,” says Doyle.

A further bonus for participants is the chance to win a Greener Cleaner pack from Orange Power with one prize pack, containing a variety of bathroom, laundry and kitchen cleaning products, to be won at each Big Aussie Swap event.

**Planet Ark** has developed a guide to hosting a swap party so that individuals, workplaces and schools can join-in on the **Big Aussie Swap**. “Hosting a swap party is as easy as deciding on what type of items you want to swap, arranging a time and place for the party, then inviting friends or colleagues to clean out their cupboards and bring along their pre-loved possessions,” says Doyle.

To find your nearest Big Aussie Swap event, to download a copy of **Planet Ark's how to host a swap party guide** or for more information on recycling or **National Recycling Week**, go to [RecyclingWeek.PlanetArk.org](http://RecyclingWeek.PlanetArk.org) or call the **National Recycling Hotline** on **1300 733 712**. **National Recycling Week** runs from November 9 – 15, 2009.

National Recycling Week is kindly supported by **Orange Power**, **'Cartridges 4 Planet Ark'**, **Australia Post** and **The Aluminium Can Group**.

**##ENDS##**

For more information please contact:

Michelle Cook  
Planet Ark  
02 8484 7209  
[michelle@planetark.org](mailto:michelle@planetark.org)

Emma Franklin  
Planet Ark  
02 8484 7200  
[emma@planetark.org](mailto:emma@planetark.org)