



*Media Release*

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### **Students welcome National Recycling Week challenge**

Students at schools throughout Australia are going green by taking the Tetra Pak Schools Recycle Right Challenge, an initiative of Planet Ark's National Recycling Week.

National Recycling Week runs from 12-18 November and highlights the environmental benefits of re-use and recycling programs. Participation is made enjoyable and easy through events such as the Big Aussie Swap, the Friday File Fling, the Recycle Right Quiz and the Tetra Pak Schools Recycle Right Challenge.

The Challenge gives teachers a wide range of fun and interactive recycling-themed activities, lessons, supporting resources and event ideas that have been developed specifically for Australian schools and students.

"Recycling will become increasingly common over the next few years," says Janet Sparrow, Recycling Programs Manager at Planet Ark. "It was only a little over 20 year ago that we started seeing kerbside bins and now, with the growth of printer cartridge, mobile phone and e-waste schemes, it's important that kids understand the benefits and processes of recycling."

Schools can complete as many activities as they like as part of the Challenge, between Monday 8th October and Friday 16 November 2012.

"Recycling is not an option for Tetra Pak, it is an obligation, and we work actively around the world to increase the recycling rate of beverage cartons," said Cheryl Speechley, Environment Manager for Tetra Pak Oceania.

"We want everyone to understand the benefits of recycling at school, work and home, and participate in recycling and other sustainability activities. Tetra Pak is a proud supporter of Planet Ark and is excited by the Tetra Pak Schools Recycle Right Challenge."

Planet Ark is challenging all schools to arrange one or more recycling-themed lessons, activities or events for their students during this time. Recycling can be used to teach students about the environment, resource management, maths, science and even geography.

By registering to participate, schools gain access to ready-to-use support materials, information and resources, as well as the chance to win great environmental prizes. Participation in the challenge is free, however many of the resources are only available to registered schools.

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, Century Yuasa, Australian Packaging Covenant** and **'Cartridges 4 Planet Ark'**.

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## **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)

To arrange an interview or for further information, interviews or images please contact:

### **Sara McGregor**

Planet Ark

02 8484 7205 | 0424 591 241

[sara@planetark.org](mailto:sara@planetark.org)

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