



Media Release

Monday 25 August 2008

Score Points for the Environment with the Canberra Raiders during Keep Australia Beautiful Week 2008

Keep Australia Beautiful Week kicks off today with the Canberra Raiders urging all ACT residents, schools and businesses to 'Score Points for the Environment' to help tackle climate change and protect our resources.

You can get involved at home, work or school by logging on to keepaustraliabeautiful.org.au and participating in the 100-point challenge. Simply register and record your actions against the activities featured on the website that earn you points towards your 100-point goal.

Example activities include recycling old mobile phones and accessories at official MobileMuster collection points; refilling printer cartridges at Cartridge World; following the waste reduction tips featured on Hungry Jack's tray liners; installing GE energy saver light globes and more.

ACT primary schools can get involved by participating in the classroom challenge. Schools registered with Scholastic Book Clubs were sent a classroom Tracking Poster in July to record their actions during the Week. By also entering the 'Design a Sustainable Garden' competition before September 19 as part of the challenge, schools can win books, water conservation tools, \$1000 worth of native plants and even a visit by Don Burke to help bring their design to life!

By signing up to the challenge at home, participants also have the chance to win a \$10,000 Modern Solar home make-over.

The Canberra Raiders are joining other NRL teams and celebrity ambassadors around the country, including ACT WIN sports presenter, Phil Small, who are supporting the cause.

Environment Minister, Peter Garrett, encouraged all Australians to get on board:

"Not only is litter unsightly, it can have a significant impact on the health of our waterways, the environment and our native birds and animals and we all have a responsibility to prevent it."

Canberra Raiders player, Lincoln Withers, is leading the way: "The Score Points for the Environment challenge is a great way for everyone to be aware of the simple things we can do each day to reduce our impact on the environment - from recycling, to turning off lights and computers at the end of the day, or using energy saver globes to reduce greenhouse gases - its up to all of us to do our bit.

2008 Australian of the Year, country singer, Lee Kernaghan added: "Our country provides us with such beautiful landscapes and wildlife.....the 'Score Points for the Environment' challenge is a fantastic way we can all play a part in keeping Australia beautiful now, and for the years to come."

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ACT PHOTO OPPORTUNITY

The Raiders' Lincoln Withers and WIN TV's Phil Small will be visiting with students at Kaleen Primary School who are participating in the Score Points for the Environment challenge.

Time: 12:40pm – 1:00pm **Place:** Kaleen Primary School, Ashburton Circuit, Kaleen

Media Contacts:

- Lara Shannon, Campaign Director on 0415 076 015
- Belinda Love, Kaleen Primary School on 6205 5888 or Belinda.love@ed.act.edu.au

Editor's Notes:

Celebrity images and details of local activities are also available in the Media Room of the Keep Australia Beautiful Week website via www.kab.org.au

Supporting facts:

- Australians are the highest per-capita greenhouse gas polluters in the world, emitting more than 585 million tonnes of greenhouse gases into the atmosphere. (1)
- Through everyday activities such as transport, household energy use and decay of household waste in landfills, Australian households generate about a fifth of Australia's total emissions - approx 15 tonnes per household each year. (1)
- Recycling and reusing the metals and plastics found in mobile phones can avoid up to 90% of the greenhouse gases emitted by mining and refining the same metals from ore and the production of virgin plastics. (2)
- About 1,500 tonnes of empty printer cartridges dumped in Australian landfill each year, with a laser cartridge in landfill taking up to 450 years to decompose. Up to 3 litres of oil are needed to manufacture one new laser cartridge. (3)
- Organic waste comprises about 50% of the total amount of solid waste material sent to landfills annually. Removing this material from the waste stream could reduce Australia's greenhouse gas emissions by around 3%. (4)
- Over its life, a typical compact fluorescent bulb saves around a third of a tonne of greenhouse gas. (3) If every Australian household replaced just 2 lights, this would be the same as taking over 200,000 vehicles off the road each year. (5)

Sources: (1) Department of Climate Change (2) Australian Mobile Telecommunications Association (3) Local Government and Shires Association NSW www.lgsa-plus.net.au (4) Australian Bureau of Statistics (5) AGO consultant/GE Lighting.

About Keep Australia Beautiful:

Keep Australia Beautiful is best known for its awards Tidy Towns, Sustainable Cities and Clean Beaches Awards. Each of the awards programs celebrate the work of local communities striving towards sustainability. Keep Australia Beautiful Week is held in the last week of August each year to coincide with spring and reminds people of the simple things they can do at home, work or school to benefit their local environment.

These are just some of the activities that involve up to three million Australians each year. Program details can be found at www.keepaustraliabeautiful.org.au