



2 December 2008

PLANET ARK LAUNCHES FESTIVE RECYCLING

Planet Ark and **Australia Post** will launch an exciting new campaign this year – ***Festive Recycling*** - to replace the ***Cards 4 Planet Ark*** campaign, which started in 1994 and has seen over half a billion greeting cards collected and recycled over its 14 year duration. The new campaign will build on the positive behaviour change created by the ***Cards 4 Planet Ark*** program. Now that 90% of Australian households can recycle their cards through their kerbside collections, **Planet Ark** and **Australia Post** are working together to encourage Australians to consider the wider range of items and materials that can be recycled between Christmas and Australia Day, and throughout the year.

“Australians are to be congratulated on their recycling efforts with the vast majority of us now utilising kerbside recycling bins for our paper, cardboard, bottles and cans.” Says **Planet Ark** CEO Sean Barrett. “The ***Festive Recycling*** campaign will show people how to reduce their impact on the environment, and save money at a time of year when we traditionally buy more, waste more, travel more, and use more energy and water. “

The Festive Recycling campaign will launch on December 9 to coincide with the release of **Planet Ark's Festive Season Green Guide**. As a part of this campaign Australians will be able to collect a limited edition, free recycling bin sticker, which gives information on recycling throughout the year, from participating **Australia Post** outlets after Boxing Day.

A copy of the ***Festive Season Green Guide*** can be downloaded from FestiveRecycling.Planetark.org from December 9 2008. The ***Cards 4 Planet Ark*** campaign will not run in December 2008 and January 2009.

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