



# Media Release

February 22<sup>nd</sup>, 2018

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## LAUNCESTON BUSINESSES GET BEHIND CLEAN UP AUSTRALIA DAY

Environmentally savvy businesses in Launceston are taking action to remove rubbish from the local community as part of Clean up Australia Day activities.

NRM North and the City of Launceston have joined forces to coordinate a Business Clean Up Day next week around the Tamar and North Esk rivers to coincide with the 16<sup>th</sup> annual national event.

NRM North's Biodiversity Coordinator, Alison Hugo, said the Launceston event was a great opportunity for environmentally responsible businesses to play a part in caring for our environment.

"It's great to see businesses in Launceston getting behind this day to protect our natural landscapes by cleaning up the rubbish," Mrs Hugo said.

"Every piece of rubbish has the potential to cause harm to wildlife and over time can break down and make its way into our food chain.

"With around eight million tonnes of plastic ending up in our oceans in Australia each year, it's important we all take responsibility and do our bit to clean up."

Launceston Mayor, Albert van Zetten, said Clean Up Australia Day represented an opportunity for people to re-think waste.

"Recycling and re-purposing items has never been easier than it is now," Mayor van Zetten said.

"That is why litter and rubbish dumping are such a shame; it pollutes our environment and it sees resources going to waste.

"I would like to thank all the participants who take part in Clean Up Australia Day activities around Launceston, for doing the right thing by the environment and showing pride in our community."

The Launceston Business Clean Up Day will be held on Tuesday, February 27<sup>th</sup>, 10am to 1230pm. Registration is at 930am at Park Street, Royal Park, followed by a safety briefing.

Participants need to wear gloves, sturdy shoes, sun hat and protective clothing.

Businesses will be rewarded for their hard work with a free barbecue lunch at Royal Park from 1230pm.

It's essential all participants RSVP to Alison Hugo at NRM North on 6333 7777.

Ends

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For more information, contact:

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