

P1. MODEL MEDIA RELEASE

Date:

Contact Officer:

[Name] Council gets loopy with recycled products

[Name] Council is proud to announce a new initiative in environmental and financial management- the Buy Recycled Program.

It is estimated the introduction of the Program will save \$[.00] in the coming year. The program gives priority to purchasing products containing recycled content. Put simply, [Name] Council is 'closing the loop' by purchasing products made from recycled materials including those materials collected from kerbside.

Recycling prevents valuable resources from going to waste. Over XX tonnes of recyclable material is collected from kerbsides around the State every year. By purchasing these materials back as new and remanufactured quality products, [Name] Council is ensuring markets exist for recycled materials. For Council, this means that residents' recycling efforts are not going to waste.

A community survey by EcoRecycle Victoria, the State government agency responsible for waste minimisation, showed that 97% of people questioned agreed that kerbside recycling is an essential service. 88% also believed that products made from recycled material were just as good as those made from new materials.

[Name] Council is committed to providing its residents with a viable recycling service and recognised that buying recycled products and closing the loop was important to sustaining this commitment. There were no concerns about quality - Council found that manufacturers using recycled materials were happy to provide guarantees and meet Australian Standards.

Mayor, [Name] said "It makes sense that if we want to support recycling we buy recycled too. It's no use collecting materials if they are not going to be recycled into quality products that we and others can purchase. We want to show residents that it is worth recycling and buying recycled, so we are leading by example".

[Name] Council hopes that its purchasing program will inspire residents to buy recycled where products are available. Mayor [Name] said "the range of quality recycled products is growing fast. Just look on your supermarket shelves - recycled products are now cost competitive and have an edge because they are also environmentally friendly."

For more information on [Name] Council's Buy Recycled Purchasing Program, contact [Name Council staff person] on [phone number], or visit its website at [website address]. If you are keen to find out the range of recycled products available, visit EcoRecycle Victoria's website at www.ecorecycle.vic.gov.au or call its Freecall Infoline on 1800 35 32 33 (Victoria only).

Recycling means buying recycled!