**Media Release For immediate release**

**Recovery could be just beyond the bin**

[Insert location] residents encouraged to get involved in National Recycling Week

Are [Insert location] residents ready to get on the road to recovery with National Recycling Week 2020?

Planet Ark’s [National Recycling Week](https://recyclingnearyou.com.au/nationalrecyclingweek/) is returning for its 25th year from 9-15 November with the theme “Recovery – A Future Beyond the Bin”. The campaign aims to help all Australians take waste and recycling issues into their own hands, and this year will highlight the important role resource recovery can occupy in our greater economic recovery once we stop seeing rubbish as waste and start seeing it as resource.

“[Insert spokesperson quote eg. importance of recycling to local community]”

National Recycling Week provides an important opportunity for councils, workplaces, schools and individuals to strengthen their recycling knowledge, improve recycling habits and build trust in recycling. A special focus this year is being paid to food waste, packaging waste and electronic waste, three of the most problematic waste streams in Australia with the greatest potential for improved resource recovery.

“Recycling is valuable both environmentally and economically, and is more important than ever in light of the coronavirus pandemic. The majority of councils we surveyed reported increased volumes of general waste in kerbside bins as a result of COVID-19,” said Planet Ark Deputy CEO Rebecca Gilling.

“The pandemic has challenged the way we live, work and interact with the world around us and has offered us the chance to build a better future. We know that it is critical that recycling and resource recovery are a part of this. We want to encourage Australians to play their part in a creating a future beyond the bin.”

As well as new research due to be released during National Recycling Week, Planet Ark has a new [Resource Hub](https://recyclingnearyou.com.au/nationalrecyclingweek/councils/hub) with lots of tools to get involved, the action-based “A Future Beyond the Bin” mini guide and many other fun and educational activities and online events available to [insert location] residents.

National Recycling Week is made possible by Major Sponsor **Coca-Cola Australia**, Associate Sponsors **MobileMuster**, **Australasian Recycling Label** and **Cartridges 4 Planet Ark**, and Supporting Sponsors **Tetra Pak** and **Unilever**.

To learn more or get involved in National Recycling Week, visit [recyclingweek.planetark.org](http://recyclingweek.planetark.org/)

**--- Ends ---**

**National Recycling Week Activities and Events**

* [Workplace Recycling Trivia Pack](https://recyclingnearyou.com.au/nationalrecyclingweek/trivia.cfm)
* [Buy It Back Day](https://recyclingnearyou.com.au/nationalrecyclingweek/buy-it-back-day/)
* [Workplace Recycling Webinar](https://www.eventbrite.com.au/e/national-recycling-week-a-future-beyond-the-bin-tickets-125769629347)
* [Containers to Cash Webinar](https://www.eventbrite.com.au/e/national-recycling-week-a-future-beyond-the-bin-tickets-125769629347)
* [Schools Recycle Right Challenge](https://recyclingnearyou.com.au/nationalrecyclingweek/at-school/)
* [Recycle Right Quiz](https://recyclingnearyou.com.au/nationalrecyclingweek/quiz/quiz)
* [November](https://recyclingnearyou.com.au/nationalrecyclingweek/mondaymuster/) Muster
* Community [Events](https://recyclingnearyou.com.au/events/)

**About National Recycling Week**

Planet Ark’s National Recycling Week, founded in 1996, highlights the environmental benefits of re-use and recycling programs, while making participation enjoyable and easy through community events and programs. The dates for National Recycling Week in 2020 are **Monday 9 to Sunday 15 November 2020.**