**Post Event Media Release Template**

*You can use the template below, though we encourage you to edit and make it your own. You may wish to combine with other information about your event. Ensure you include a good picture.*

**[EVENT] goes Green**

This year’s [Name of event] was a cleaner and greener event than in the past, thanks to a new range of initiatives to eliminate single-use plastic and reduce waste to landfill.

Through the introduction of composting and recycling, 15-tonnes of waste was diverted from landfill which equated to more than 80% of the waste stream produced by the event.

Event organiser [Name] said ‘This year we were inspired by the great things happening in our shire to reduce litter and plastic pollution and wanted to do our bit to help. We wanted to make sure that we didn’t leave a legacy of rubbish but instead a legacy of respecting our natural environment’.

The event worked with Plastic Free Byron’s Make the Switch program to ensure single-use plastic was virtually eliminated. ‘This was really important to us’ [Name] said. ‘Plastic never goes away, it either sits in landfill forever or persists in the environment, causing untold damage. There are so many great alternatives out there to single-use plastic, we just don’t need to use it anymore. We wanted to get away from that’.

‘Our stallholders were great about it and only used compostable packaging. This made it easy for our attendees to understand what to put in the composting bin. We also had a team of Waste Warriors who stood with our bins to help educate visitors and keep our waste streams uncontaminated’.

Event goers also appreciated the changes. ‘So many people who came were really supportive of the new initiatives and did their bit to help’ [Name] said. ‘They brought along their own reusable water bottles and bags from home and really made an effort to make sure they put their waste in the right bin. It really made a difference’.

Other ways the event helped to reduce waste included using a mobile water van to allow people to refill their reusable water bottles/cups, and the set-up of a mobile washing station run by [insert group name] to allow reusable items to be washed and returned to food vendors for reuse. A condiments station with refillable bottles was also provided, and a reusable cup system was implemented.

The event also raised [insert $ amount] through the running of a container collection under the container refund scheme with all proceeds going to fund zero waste measures and/or a local charity [insert name of charity] who will be using the funds to [insert project or what the funds will achieve]. ‘We thank the visitors for donating their containers to us. This was a great outcome’ said [insert name of rep from charity/event organiser].

The effects from this event will continue to be felt, as the [Name of event] gears up to improve on their successes next year, and the many visitors to the event go home with hopefully a new or continued appreciation of our environment. And for the many events that follow, the knowledge that with a bit of commitment (and help from Plastic Free Byron!) they can do it too.

For further information:

[Name] [phone number] [email]