*A pre-event Media Release should go out to the media 1-2 weeks before the event. Your aim is to promote your efforts, encourage people to come along and inform of what they can do to participate. Please do give us a mention as well, we would like people to know about us and for other events to be encouraged to join!*

*The below is a template which you can use. We encourage you to edit and make it your own. You may wish to combine some of this with other info about your event. Ensure to include a photo.*

 **[EVENT] goes Plastic Free**

This year’s [Name of event] on will be a cleaner and more environmentally friendly occasion thanks to a new commitment to eliminate single-use plastic and reduce waste.

The organisers, [Name] working with Plastic Free Byron and [list any partners by name], have worked to eliminate single-use plastic by ensuring that all stallholders use reusable or compostable foodware, and by placing a ban on plastic water bottles, plastic bags and helium balloons. They are committed to reducing the amount of waste going to landfill by introducing a composting stream which will turn waste from the event into a resource that can come back to be used to naturally fertilise our green spaces.

 [Name] from the [Event] said, “In the past we sent most of our rubbish to landfill. After understanding the negative impacts that single-use plastics are having on the planet, we are working to make sure that the waste from our event will not sit in a landfill for thousands of years or become litter, damaging our environment. We believe the waste we make should be a resource, not a problem left to others’.

As part of Plastic Free Byron ’s Make the Switch program, the event has also focussed on source reduction of single-use items. The event will have a mobile water van provided by Unity Water to allow people to refill their reusable water bottles/cups. There will be 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, and a reusable cup system. These initiatives will not only help from an environmental perspective, but also keep costs down for vendors.

‘We encourage people to bring their own reusable items to the event – bags, water bottles and coffee cups. In fact, we will be running a raffle and all those who bring a reusable item will get a ticket. There are some great prizes on offer [insert prize description]’ said [Name].

The event will also be running 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]. ‘We are asking people that if they buy a drink at the event, to donate the empty can or bottle to us in one of our specially marked bins. This is a small action, but it will make a big difference to us’ said [Name].

‘The result of our hard work will be a cleaner and less littered event, both for our attendees and for the beautiful Byron environment which we want to protect. We hope that our visitors will carry the message home with them and feel great about contributing to these outcomes’.

It is anticipated that over [number of people] will attend the event on [date and location].

For further information:

[Name] [phone number] [email]