



## MEDIA RELEASE

### Imperial Primary School celebrates World Clean Up Month

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IMMEDIATE RELEASE

11 September 2015



*Caption: Almost 2000 learners from Imperial Primary School in Beacon Valley got involved in cleaning up their community today, Friday 11 September 2015. The school is participating in a Clean Up and Recycle Competition this September, which is celebrated globally as World Clean Up Month. [Photographer: Craig Wilson – High resolution images available on request]*

To celebrate World Clean Up Month learners at Imperial Primary School are collecting and recycling as much plastic, paper and glass bottles as possible. The school is competing in a Clean Up and Recycle Competition arranged by Peninsula Beverages (PenBev – local bottler and distributor of The Coca-Cola Company products in the Western and Northern Cape) and facilitated by [dot]GOOD, a leading for good marketing agency.

Today the school participated in a special Clean Up event. A representative from recycling partner, WasteWant gave an informative presentation to the learners about recycling. The children learnt about how plastic bottles are recycled and that the recycled plastic can be used to create various items. Then it was time for everyone to put into practice what they had learnt. Everyone received gloves to protect

their hands and bags for collecting waste. Together with teachers, the older school children went into the area surrounding the school to clean up, searching for discarded rubbish and items that could be recycled. The younger grades picked up waste on the school premises.

By the end of the morning a large amount of rubbish had been collected and the containers for plastic, paper and glass, supplied by WasteWant were filling up fast with recyclable material. The learners got involved with much excitement. The school will continue to fill the recycling containers throughout this month during the four week competition.

Three schools in Mitchells Plain will compete in the Clean Up and Recycle Competition; Imperial Primary, Cascade Primary in Tafelsig and Woodville Primary in Woodlands. The school that collects the most waste on their Clean Up day and recycles the most, per learner, between 9 September and 9 October 2015, will win the grand prize of R10 000. The prize will be paid to a contractor to perform refurbishments at the school.

PenBev's Corporate Communications Manager Denise Behrens comments, "This competition is all about caring for your environment by keeping your neighbourhoods clean and recycling various items that can then be re-used."

Imperial Primary School Principal, Colin Baron said that he was confident that the enthusiastic learners would collect as much as possible. "It is wonderful to see how excited the learners are about this competition. It is not only an opportunity for them to learn about recycling but also to practically clean up with a great incentive. Of course we would love it if Imperial wins the competition." Should Imperial Primary win, they will arrange for much needed maintenance repairs to the school's prefab buildings.

For more information about Peninsula Beverages, visit [www.penbev.co.za](http://www.penbev.co.za) or contact 021 936 5500. PenBev is also on Facebook [www.facebook.com/PenBev](https://www.facebook.com/PenBev).

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