



MEDIA RELEASE

Leaving nothing but footprints – Mitchells Plain learners clear Strandfontein beach

IMMEDIATE RELEASE

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CAPTION: More than 140 learners from Mitchells Plain, easily identifiable in their red t-shirts, helped clear Strandfontein beach of litter on Saturday, 28 May 2016. When they were finished, 53 bags of litter weighing about 750 kilograms had been hauled away and the sea shore sparkled – only footprints remained. Photo credit: Craig Wilson [High resolution images available on request]

Staff from Peninsula Beverage Company (PenBev – local bottler and distributor of The Coca-Cola Company products in the Western and Northern Cape) hosted the Beach Clean Up. They were joined by enthusiastic members of the community and about 150 eager learners from Eisleben and Hillside Primary Schools in Rocklands, Mitchells Plain.

With the tumbling waves in the background, Founder and Director of Clean-C, Greg Player addressed the group: “Today we are not just picking up litter. We are helping make this beach and our city something to be proud of and protecting the environment while we are at it. We all have a part to play in keeping our surroundings clean.” He went on to explain how to pick up the rubbish using the plastic gloves and rubbish bags provided. The group then dispersed along the beach, picking up all the litter they could find.

Rubbish on the shore poses a health hazard both to human and animal life, besides being an unpleasant sight. Over the course of an hour more than 50 bags of trash were gathered. The rubbish was removed to be sorted for recycling where possible after the clean-up – creating a small job opportunity for those with limited means.

After the hard work everyone gathered for a lunch of boerewors rolls and refreshments to celebrate the day's achievements. A DJ entertained the group with catchy tunes and there were prizes to be won for those showing off the best dance moves.

"The beach looked just as it should afterwards," says Jaco Nel, General Manager Marketing at PenBev. "It is always fantastic to see how keen everyone is to do their part while knowing that we can also recycle many of the items collected. At PenBev we are passionate about caring for the environment. Our bi-annual Beach Clean Up is just one way for us to demonstrate this passion whilst having a lot of fun too," concludes Nel.

For more information about Peninsula Beverages, visit www.penbev.co.za or contact 021 936 5500. PenBev is also on Facebook www.facebook.com/PenBev.



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