

**MEDIA RELEASE**

**Preserving our coastal heritage**

**IMMEDIATE RELEASE**

**27 September 2016**



*CAPTION: In less than two hours, the stretch of beach at the Milnerton Lighthouse was cleared of all litter as Coca-Cola Peninsula Beverages and community members from Joe Slovo Settlement joined forces to celebrate Heritage Day with a beach clean-up on Saturday, 24 September 2016. Photographer: Craig Wilson [High-resolution image available on request]*

In commemoration of Heritage Day and in support of International Coastal Clean-up Day, Coca-Cola Peninsula Beverages, together with residents of the Joe Slovo community, spent Saturday morning cleaning up a stretch of beach at the Milnerton Lighthouse. Coca-Cola Peninsula Beverages regularly organises beach clean-ups in an effort to contribute towards environmental sustainability.

“Our beaches and oceans are home to a diverse range of oceanic life; it is our responsibility to keep it clean and avoid sea life being affected by or entangled in rubbish. By doing so, we will preserve our environmental heritage for generations to come,” said Priscilla Urquhart, Public Affairs and

Communications Manager for Coca-Cola Peninsula Beverages, as she welcomed everyone to the clean-up.

Everyone was briefed by Greg Player of Clean C on how to collect rubbish safely using the gloves and bags that they were provided with. Brightly dressed in red Coca-Cola t-shirts, the group enthusiastically began to clear rubbish from the beach.

In less than two hours and with the help of more than 150 people, a long stretch of Milnerton Beach had been cleared. Eighty-nine rubbish bags, weighing almost 600 kilograms, were collected. A well-deserved Heritage Day braai lunch was enjoyed afterwards.

To further support education and awareness around the importance of recycling, Coca-Cola Peninsula Beverages is hosting a recycling competition at eight schools which will end on 31 October 2016. The winners will be announced during November 2016.

For more information about Coca-Cola Peninsula Beverages (CCPB), visit <http://www.peninsulabeverage.co.za/> or contact 021 936 5500. CCPB is also on Facebook <https://www.facebook.com/CocaColaPenBev/>.

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**Note to editor:** Coca-Cola Peninsula Beverage Company (CCPB) is the local bottler and distributor of the products of the Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, Glaceau, PowerPlay and Monster amongst others. CCPB has been operational for 76 years, having first opened for business in 1940. Their state of the art bottling facility is based in Parow Industria, with distribution centres in Athlone, Worcester and Koelbly. For more information visit [www.peninsulabeverage.co.za](http://www.peninsulabeverage.co.za).