

MEDIA RELEASE

Celebrating World Environment Day at Hout Bay Beach

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Monday, 05 June 2017 is World Environment Day. Why not celebrate this special day and show your love for the environment by clearing it of unwanted rubbish? Coca-Cola Peninsula Beverages will continue its focus on the coastal environment and will be cleaning up Hout Bay Beach with the local community on Saturday, 03 June 2017.

The World Environment Day Beach Clean-up also coincides with World Oceans Day, celebrated a few days later on Thursday, 08 June 2017.

“Cleaning up the environment is just one way of giving back to the communities where we serve. At every beach clean-up, we use the opportunity to talk about the value of recycling plastic items and encourage preservation of natural beauty that we can all enjoy together,” says Priscilla Urquhart, Public Affairs and Communications Manager at Coca-Cola Peninsula Beverages (CCPB).

“The beach clean-up at Hout Bay will be a special one as we celebrate World Oceans Day and World Environment Day. As Capetonians, we are lucky enough to say we live beside not one, but two oceans and so we have an increased responsibility to care for marine life in the Indian and Atlantic Oceans. If we all do our bit to take care of the environment and dispose of waste responsibly, we can be sure that the next generation will also enjoy this beautiful stretch of coastline around the Cape Peninsula as much as we do.”

Beach clean-ups are a regular item on the calendar at CCPB. The Hout Bay Clean-up follows two very successful series of clean-ups held over New Year and Easter where beaches from Hermanus to Saldanha Bay were part of a clean-up campaign. At each clean-up, enthusiastic locals armed with gloves and refuse bags scoured the beaches for rubbish and recyclables.

The World Environment Day beach clean-up in Hout Bay will be hosted by CCPB and Clean C, a well-known environmental coastal activist organisation. “We encourage residents to keep an eye out on our Facebook page for any changes as the event is weather permitting,” concludes Urquhart.

- Date: Saturday, 03 June 2017
- Time: 09:00
- Venue: Hout Bay Beach, near the River Mouth (meet at Coca-Cola gig-rig near Mariner’s Wharf on Beach Road)

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

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Note to editor: Coca-Cola Peninsula Beverages (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, Stony, Appletiser, Powerade, Bonaqua, Glaceau, PowerPlay and Monster amongst others. CCPB has been operational for 77 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.