



MEDIA RELEASE

Sunrise Beach in Muizenberg sparkling clean after International Coastal Clean Up Day

IMMEDIATE RELEASE

21 September 2015



CAPTION: Not a scrap of litter could be found on Muizenberg beach after Saturday's International Coastal Clean Up Day event where 130 children from St Joseph's Home and Waves for Change joined PenBev staff in clearing rubbish from the beach. Photographer: Craig Wilson [High resolution image available on request]

Not a scrap of litter could be found on Muizenberg beach after Saturday's International Coastal Clean Up Day. Children from St Joseph's Home and Waves for Change joined members of the community and staff from Peninsula Beverages (PenBev – local bottler and distributor of The Coca-Cola Company products in the Western and Northern Cape) to clean up the beach.

Thirty youngsters from St Joseph's Home for Children and 100 from the Waves for Change programme that teaches surf skills and life skills to youth at risk gathered near the False Bay Surf Lifesaving Club on Saturday morning to participate in the Beach Clean Up. One hundred children from the Grassy Park Educare Centre also joined in, which was really inspirational.

Before the hard work of collecting the litter began, Founder and Director of Clean-C, Greg Player spoke to the youngsters. "This shouldn't be a once off activity, we can all do our bit every day to recycle what

can be reused and to keep our beaches and suburbs clean.” Everyone was briefed on how to collect rubbish safely using the gloves and bags they received. Wearing the caps, T-shirts and badges they received the enthusiastic group began to clear rubbish from the beach.

Apart from the eye-sore of seeing litter on our shores, the discarded waste poses a huge risk to sea creatures. The youngsters who are learning to surf with Waves for Change had an even better reason to clear the beach, after all no one wants to pass discarded rubbish while surfing the perfect wave. Within an hour a long stretch of Sunrise Beach had been cleared. A large pile of 138 bags filled with litter weighing just under a tonne was evidence of the hard work.

Everyone gathered to celebrate for lunch with refreshments and a boerewors roll as the DJ turned up the music. Bags and towels were handed out to the winners of a lucky draw as well as to those with the best moves in the dance off competition.

PenBev's Corporate Communications Manager Denise Behrens comments, “We are passionate about the environment and education so to combine the two to improve our coastline during Environment month is really great. To have such a great turnout was really wonderful. International Coastal Clean Up day is a wonderful opportunity for us to clean up our coastline which is also a key tourist attraction. We are also hosting a Clean Up and Recycle Competition at three schools in Mitchells Plain during September which is World Clean Up Month.”



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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