



MEDIA RELEASE

Peninsula Beverages kicks off school recycling competition

IMMEDIATE RELEASE

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Over 7 600 learners from eight primary schools around Cape Town will spend the third term collecting and recycling as much as they possibly can, hoping to help their school win the 2016 Peninsula Beverages Recycle Race competition. The competition officially started on 01 August 2016, and ends on 30 September 2016. During this time learners, together with their parents and teachers will collect as much recycled plastic, glass, cans and paper for their school.

Last year Cascade Primary School in Mitchell's Plain walked away with the trophy and coveted prize of R10 000 for school refurbishments. The school collected a total of 2 519 kilograms of recyclable items, with an average of 3.5 kg collected per learner in just four weeks! This year PenBev has increased the prize money for the winning school to R30 000 and extended the duration of the competition to run for two full months.



CAPTION: Grade 6 learners from Cascade Primary School in Mitchell's Plain. The school won the 2015 Clean Up and Recycle Competition: (Left to Right) Geovandre Abrahams, Darrion Lope, Zukhanye Mbeki, Suhail Wagiet, Taireece Williams, Chelsea Jaffa, Tanin Langeveldt and Jiyaad Samodien [Photo: Craig Wilson]

“The school which recycles the most per learner will be awarded a trophy and R30 000 to be spent on upgrades. R20 000 will be given to the runner-up, and R10 000 to third place,” says Priscilla Urquhart, Public Affairs and Communications Manager for Peninsula Beverages. “We are excited to have prizes for top performing schools and also host Clean Up Days at each competing school,” she adds.

The invited schools participating in the competition are: Kukhanyile Primary School in Khayelitsha, Morgenson Primary School in Athlone, Nerina Primary School in Bonteheuwel, Eluxolweni Primary School in Khayelitsha, Mokone Primary School in Langa, Parkvale Primary School in Valhalla Park and Willows Primary School in Heideveld as well as the 2015 winners, Cascade Primary School in Mitchell’s Plain. Each school will receive recycling containers provided by recycling partner, WasteWant. The organisation will also remove and weigh items throughout the competition in order to determine the winning school.

“At PenBev we believe in taking care of our environment and recycling is one of the easiest ways to ensure we reduce waste in landfills. We’re really excited about encouraging a recycling lifestyle amongst families in the communities where we operate. Learners at each school will listen to an educational talk about recycling and learn about the various ways that items can be reused,” says Urquhart, adding that the prize money creates a wonderful incentive: “Ultimately we want to help schools to see the value in recycling which itself is an income generator and making a meaningful difference for communities.”

The winner will be determined by the school that collects the most waste per learner. The weight of the total waste collected at the school’s Clean Up Day, together with recycled items collected throughout the competition, will be divided by the number of learners at the school.

With the competition taking place over two months, Urquhart encourages learners at participating schools to start collecting recyclables as early as possible. “We’re expecting the results to be a close one and every item collected will make a difference,” she concludes.

For more information about Peninsula Beverages, visit www.peninsulabeverage.co.za. PenBev is also on Facebook www.facebook.com/PenBev.

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Notes to editor

Peninsula Beverage Company (PenBev) is the local bottler and distributor of the products of the Coca-Cola Company in the Western and Northern Cape. The company's brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, Glaceau, PowerPlay and Monster amongst others. PenBev has been operational for 86 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 PenBev's website at www.peninsulabeverage.co.za or contact 021 936 5500.