

## MEDIA RELEASE

### Locals pitch in for Easter holiday beach clean-ups

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*CAPTION: Residents in Cape Town came together over the Easter holiday for a series of beach clean-ups organised by Coca-Cola Peninsula Beverages. Over the course of two weeks, Cape Town's most popular beaches were cleared of all litter in an effort to raise environmental awareness. [Left picture: Gordon's Bay beach clean-up on 09 April 2017. Right picture: Muizenberg beach clean-up on 11 April 2017. High-res images available on request]*

Inspired by the Cape coastal natural beauty, and in an effort to bring people together and raise environmental awareness, Coca-Cola Peninsula Beverages (CCPB) organised a series of holiday beach clean-ups. Beaches in Langebaan and Saldanha Bay were the last stop over the Easter weekend and saw the clean-ups come to a successful end yesterday, 17 April 2017.

"It was encouraging to see the enthusiasm of the various communities as they came together to clean up the beaches and help look after our beautiful coastlines. We also had terrific feedback and broad awareness shared on social media via our Facebook page," says Priscilla Urquhart, Public Affairs and Communications Manager at CCPB.

CCPB's initiative started on Sunday, 02 April 2017 at Grotto Beach in Hermanus and other clean-up events took place at Strand, Gordon's Bay, Muizenberg, and Fish Hoek beaches.

"It is everyone's responsibility to ensure beautiful, clean and safe coastlines for generations to come and we encourage residents to continue keeping our beaches clean. Get involved in other recycling and clean-up campaigns, organise your own clean-ups, or simply teach each other to be environmental warriors and pick up any litter that you see the next time you take a stroll down the beach," concludes Urquhart.

To stay up-to-date and find out when the next series of beach clean-ups will be, follow CCPB on Facebook (<https://www.facebook.com/CocaColaPenBev>).

For more information about Coca-Cola Peninsula Beverages (CCPB), visit <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](http://www.peninsulabeverage.co.za).