

FINAL
16.09.2020

MEDIA RELEASE

International Coastal Clean-up Day – CCPB kicks off beach clean-up campaign

International Coastal Clean-up Day is observed annually in September as a reminder to take action to protect the world's oceans and waterways. Coca-Cola Peninsula Beverages (CCPB) is committed to sustainability, which includes the conservation of natural resources and the surrounding environment as well as responsible packaging.

To play its part in protecting our oceans, CCPB will be hosting a clean-up between Milnerton Beach and Lagoon Beach this Saturday, 19 September 2020. It marks the start of a series of clean-ups that will stretch as far as Hermanus and up to Saldanha Bay, including community clean-ups in various waste hotspots.

“As a responsible business, looking after our environment is crucial to our long-term sustainability and speaks to our purpose of making a difference that matters. We recently introduced a 100% recycled PET bottle for Bonaqua water, and we have a strong focus on Returnable packaging to further reduce waste in South Africa,” says Priscilla Urquhart, Public Affairs and Communications Manager for Coca-Cola Peninsula Beverages.

This message is fundamental to The Coca-Cola Company’s “World Without Waste” initiative, which was launched in January 2018 with the goal to collect and recycle the equivalent of 100% of the bottles and cans sold by 2030. The clean-up also ties in with Recycling Week and highlighting the importance of creating a circular economy through recycling and waste management.

“The issue of pollution of our oceans is a life-threatening problem and as South Africans we need to play our part to make sure we recycle and clean up as much as we can while achieving socio-economic benefits and reducing the negative environmental impacts,” adds Urquhart.

An estimated 8 million tonnes of plastic waste washes into the world’s oceans each year and the concentration of pollutants is expected to increase dramatically over the next few years. In addition, 79% of plastic waste is sent to landfills, while only 9% is recycled, and 12% is destroyed.¹

CCPB plays a visible and leading role in combatting plastic waste through PETCO. It continues finding new ways to communicate and educate consumers about the detrimental effect that waste is having on the environment.

The clean-up will take place from 09h00 until 12h00 and will cover the stretch of beach from the Milnerton Lifesaving Club to Lagoon Beach and the lagoon area. Join the clean-up from either the Milnerton Lifesaving Club or the Lagoon Beach parking areas. Register for the event on CCPB’s Facebook page.

Gloves, bags, and hand sanitiser will be provided. All participants will be required to wear a cloth face mask and practice physical distancing during the clean-up.

“We encourage all those in the area to come down to the beach to help us clean up and better preserve our coastline. Consumers also need to understand their role in ensuring waste is minimised and we look forward to activating more clean ups to support this education and awareness,” says Urquhart.

¹ <http://ocean crusaders.org/plastic-crusades/plastic-statistics/>

Event details:

What: International Coastal Clean-up Day – CCPB's beach clean-up
Where: Milnerton Lifesaving Club or Lagoon Beach parking areas
When: Saturday, 19 September 2020
Time: 09h00 – 12h00

Be on the lookout for the CCPB flags as markers! Please note that dates are weather dependent.

Ends/

Notes to editor:

Coca-Cola Peninsula Beverages (CCPB) is the local bottler and distributor of the The Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, PowerPlay and Monster amongst others.

CCPB has been operational for 80 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.