

**M E D I A R E L E A S E**

**Don't throw it away – Give it away!**



Turning one person's trash into someone else's treasure has just been taken to a whole new level! A new website has just been launched where everything on it is for free!

In an effort to minimise waste going to landfill, the Riverina Eastern Regional Organisation of Councils (REROC) which covers 13 local councils including Cootamundra, Tumut and Wagga Wagga, has launched the Yours2Take website - a web-based exchange encouraging people to re-use and recycle their unwanted goods.

REROC is one of 8 regional groups that comprise **RENEW NSW** (the statewide initiative focused on improving waste management for rural and regional NSW). REROC aims to increase waste diversion from landfill by making it easier to dispose of items by giving them away rather than throwing them away via [www.yours2take.com.au](http://www.yours2take.com.au)

REROC Executive Officer, Julie Briggs said "Yours2Take is a positive way to encourage people to reuse and recycle their unwanted goods which will have a direct effect on the local environment. Thousands of tonnes of reusable products are sent to landfill every year because it's too hard to find someone who wants to take it off our hands. Yours2Take will make it easier for people to link with others who can put those unwanted items to good use."

So how does it work? This website is similar to ebay, all users have to do is register a few details and the items they want to give away in a category or categories. Then people wishing to acquire an item register to do so and this is conveyed to the person who placed the item on the site by email. Contact between the giver and the taker is by email, the giver initiates contact.



You can advertise an item that you are willing to give away for 60 days free of charge, or you can browse through the various items that have been published to acquire something that another member is willing to give away. It's simple and it's free!

Some of the categories include clothing and shoes, office furniture, electrical products, toys and hobbies, sporting equipment and clothing, whitegoods and books and games.

To gauge just how affective the website is, the website also includes features allowing REROC to obtain statistics on the number of items logged, acquired and renewed on a local and regional basis.

There is potential for all regions throughout Australia to participate in Yours2Take and offer the service to their own regions. Mrs Briggs said. "Some of the items on the site have come from Western Australia, Victoria and Queensland which we believe demonstrates that eventually this Riverina initiative will become a national resource."

The concept of Yours2Take is so simple and yet can help save the environment on such a large scale that it will really make an impact.

**ENDS-**

Interviews are available with –

Julie Briggs, REROC Executive Officer, (02) 6931 9050 or 0427 498 094

Tracey Cornell, REROC Coordinator, (02) 6931 9050

Stephen Sykes, RENEW NSW Chair – 0419 415 110

**For further information, images or to arrange an interview please contact Lisa-Shae Butler or Amy Reiha at Niche Marketing on (02) 9331 6662 or via [lisa@nichepm.com.au](mailto:lisa@nichepm.com.au) or [amy@nichepm.com.au](mailto:amy@nichepm.com.au)**