

June 2007

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

When trash becomes treasure!

Reuse, Reduce, Recycle. That's the message **RENEW NSW**, an advisory body on waste management in rural regional NSW, is promoting. **RENEW NSW** is demonstrating environmental leadership by promoting the different ways in which household waste is being reused, and recycled and given a new life in the aim to reduce landfill in NSW.



Market Juice Bag
RRP \$14.00



Recycled Telephone
Basket \$12.00-
\$16.00



Disposable Palm Leaf
Plates \$12.95

With Australians contributing to around one tonne of waste each year, **RENEW NSW** has been initiating best practice waste management across all eight of its regional waste management groups. The initiatives include promoting fashionable environmentally sustainable products which have been recycled from household waste.

Netwaste, which covers the Central and West of NSW, is currently working on its annual showcase of environmentally sustainable products for display at the Mudgee Small Farms Field Days which attracts over 30,000 people from around NSW.

Adults and children alike love trying to guess what waste materials were recycled to create each product and they are amazed to learn the answer – baskets made from recycled telephone directories, beach or shopping bags made from recycled juice pockets, jewellery made from recycled bottle tops and biodegradable disposable plates made from palm leaves. These are just some of the unique and interesting recycled products on display. All products are bright, fashionable and environmentally friendly and are inspiring people to be more conscious of their waste habits.

What: A showcase of 'environmentally sustainable products' from **RENEW NSW**

When: 13th – 14th July 2007

Where: Mudgee Small Farm Field Day, Mudgee NSW

RENEW NSW's inspiring display will challenge people's perceptions about 'rubbish' and celebrate the reuse and recycling of waste.

Further information on **RENEW NSW** can be found on their website:
www.renewnsw.com.au.

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For further media enquiries, interviews or photo opportunities, please contact Amy Reiha at Niche Product Marketing on (02) 9331 6662 or amy@nichepm.com.au

Images – Recycled Telephone Basket and Market Juice Bag both available from The Trading Circle and The Disposable Palm Leaf Plates available from Biome.