



MEDIA RELEASE – KAB Week 2025

FOR IMMEDIATE RELEASE

 **Keep Australia Beautiful Week 2025: Picking Up the Pieces Campaign Runs 4–10 August 2025**

As environmental pressures mount, Keep Australia Beautiful (KAB) is calling on all Australians to come together during KAB Week 2025 (4–10 August) to help “Pick Up the Pieces” — restoring and rebuilding our environment for future generations.

The theme for this year is:

 **Picking Up the Pieces: It Starts with Us — Picking Up the Pieces for Australia as we look to rebuild and restore for future generations.**


From our coastlines to our cities, litter and pollutants are threatening the habitat and food sources of Australia’s precious marine and wildlife. This campaign is a call to action for individuals, schools, councils, workplaces, and communities to protect biodiversity by reducing litter and restoring natural spaces.

Our environment is under increasing strain, and now is the time for action. KAB Week is about doing what we can, where we can — from picking up a few pieces of rubbish to coordinating a full community clean-up. Every piece makes a difference.


The campaign’s cornerstone is the #10minPickUpPiecesChallenge — a reminder that even ten minutes of action can have a lasting impact. Whether you’re at the beach, in your neighbourhood, or at school, setting aside just ten minutes to collect litter helps protect Australia’s unique biodiversity.

In 2025, KAB continues its valued collaboration with Landcare Australia, encouraging Australians to connect with Landcare groups and take part in hands-on conservation activities across the country.

 How to get involved in KAB Week 2025:

 REGISTER your KAB Week plans at www.kab.org.au/kabweek-2025

1. Organise a clean-up event with your school, workplace or community
2. Take the express option and complete the 10min Pick Up Pieces Challenge
3. Find a local Landcare group and help restore the land
4. Donate to support KAB's environmental behaviour change programs

 Share your efforts online and tag @KeepAustraliaBeautiful #KABWeek2025
#PickUpThePieces #10minPickUpPiecesChallenge

To register and access free resources, visit: www.kab.org.au/kabweek-2025

Let's unite to clean up, restore, and protect the places we love — one piece at a time.