

MEDIA RELEASE

- FOR IMMEDIATE RELEASE -

LEAVE ONLY FOOTPRINTS BEHIND: JOIN THE KEEP AUSTRALIA BEAUTIFUL WEEK & LANDCARE WEEK MOVEMENT THIS AUGUST 2024.

– 31 July, 2024 –

Keep Australia Beautiful Week returns from the 5th to the 11th of August 2024, with a strong anti-litter theme: “When You’re Out and About, Leave Only Your Footprints.”

For over 50 years, Keep Australia Beautiful (KAB) has led efforts to educate Australians about litter, waste, and other critical environmental issues. This KAB Week aims to raise awareness around the biodiversity impacts from litter in Australia while engaging, challenging, and inspiring the community to adopt long-term behavioural changes that extend beyond this special week.

KAB Week 2024 urges Australian’s to make a significant impact while "out and about" by adopting simple habits to reduce the need for on-the-go waste, while also picking up litter and disposing of it properly, or bringing rubbish home where there are no bins available, or where bins are over-flowing. These small but impactful changes greatly contribute to maintaining clean public spaces and ensure litter doesn’t find its way into our waterways.

Keep Australia Beautiful and Landcare Australia both share this same awareness raising campaign week in August, in a joint mission to enhance natural environments and preserve local biodiversity. KAB is encouraging schools, workplaces and community groups to connect and initiate “Litter Clean Ups” throughout the week, or if you are an individual looking to contribute, try joining a [Landcare Volunteer Group](#) near you for a clean-up and planting day.

Reporting an issue in your local area such as excessive litter, dumping, graffiti and damaged public property is just as important, and KAB’s partner [Snap Send Solve](#) have an APP that allows Snappers to report these issues to the relative authority with just a click of a button.

To further support the cause, participants are encouraged to register their plans for [KAB Week](#), for a chance to win an ECO PACK valued at \$1,425 thanks to sponsors Go for Zero, TerraCycle, Paper Saver, Roo Bags and Snap Send Solve.



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Val Southam, National Board Member of Keep Australia Beautiful, emphasises the importance of nationwide participation: “All Australians are encouraged to become engaged in caring for the environment and its biodiversity. We are calling on councils, communities, schools and corporations to get involved”.

“Whether it’s a clean-up or planting day, or it’s just a conscious effort to make some behavioural changes, it all supports our underlying message - Do The Right Thing & Keep Australia Clean”, added Ms Southam.

For more information, visit www.kab.org.au/kabweek-2024

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KAB Week 2024 Toolkit Resources:

<https://kab.org.au/kab-week-2024-toolkit/>

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About Keep Australia Beautiful

Keep Australia Beautiful is a not-for-profit organisation working to inspire and educate communities to keep their environment clean and beautiful. Founded in 1968 by Dame Phyllis Frost, Keep Australia Beautiful was Australia's first anti-litter campaigner and sustainability advocate. Driven by national and state-based offices and passionate local community volunteer groups, their core objective is to raise awareness and promote sustainable living. Through campaigns and programs such as Keep Australia Beautiful Week, Tidy Towns, Paint Australia Beautiful, Adopt A Patch and Do The Right Thing; they provide awareness education and inspire community engagement and behavioural change in environmental sustainability and preservation.

To find out more, head to kab.org.au

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#KeepAustraliaBeautiful