



MEDIA RELEASE

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THE SUNSHINE COAST'S FIRST PLASTIC BAG FREE COMMUNITY: PEREGIAN BEACH

Driven by concerns about the damaging impact of plastic rubbish on marine life and the environment at large, local businesses at Peregian Beach have joined forces to become the first community of the Sunshine Coast to become a plastic bag-free zone.

Members of the Peregian Beach Business Association (PBBA) have been working on a plan to phase out plastic shopping bags together with the local community for the past 12 months and will become plastic bag-free by January 2007.

Sue Ranson, the President of the PBBA, said: "When you live in a place like Peregian Beach and hear the statistic that an estimated 46,000 plastic bags are floating per square mile of Ocean (Clean Up Australia Statistic) you don't wait for the government to make it the law; you take responsibility for your actions and do something about it."

"We have encouraged the already strong sense of community in Peregian Beach by getting the businesses to drive this necessary change," Ms Ranson said.

The Peregian Beach Plastic Bag Free Zone initiative will be launched with a Plastic Bag Free Zone Market Stall at the Peregian Beach Sunday Market followed by an official launch by Mayor Bob Abbott during the 'Peregian Originals' at 3pm on **Sunday 3 December**.

Funds have been secured from the Gambling Community Benefit Fund to give a Peregian Beach 'Blue Bags' to every household in the postal area FREE of charge to get the message out into the community.

Ian Kiernan AO, Chairman of Clean Up Australia, has been supportive of the initiative from day one.

“The Peregian Beach community has made it clear that it would prefer to stop using plastic shopping bags all together rather than unwittingly contribute to the damage that plastic bags cause, particularly to the marine environment.

“More than half of the tens of thousands of plastic bags collected on Clean Up Australia Day are found on beaches, waterfront areas, in rivers and creeks. I commend the Peregian Beach community for their consideration and care.”

Peregian residents are invited and encouraged to come down to the markets to redeem their 'Blue Bag' with the PBFZ TOKEN being distributed to every household the week prior, taking up their role in this community initiative.

The general public is welcome to come and be a part of the launch and is invited to buy a Blue Bag for \$1.00 (normally \$1.25) on Sunday 3rd, proceeds from which will fund more bags being distributed into the community. Come and learn more about why being Plastic Bag Free is so important and how everyone can take personal responsibility for protecting our natural environment.

For more information contact:

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For media interviews with Ian Kiernan, please call Paul Sheridan, Clean Up Australia, 0410 516 656.

KILLER FACTS...

An estimated 46,000 plastic bags are floating per square mile of Ocean (Clean Up Australia Statistic)

A floating plastic bag looks like a jelly fish, or dinner to many of our beloved marine animals, such as a turtle. Once digested, it kills the turtle. Once the turtle has decayed, the plastic bag is then released again to be consumed by another unsuspecting creature. They are serial killers.

An estimated 6.67 billion or 36,700 tonnes of plastic bags are disposed of in landfill sites throughout Australia each year.' Environment Australia Statistic

Plastic 'check out' bags are manufactured from Polyethylene, a non-renewable resource made from oil and gas and takes from 25 – 1000 years to breakdown depending on conditions.

Just 8.7 check out bags contain enough embodied petroleum energy to drive a car 1km. Source Environment Australia

Reference web sites:

Peregian Beach Village	www.peregian-beach.com
Clean Up Australia	www.cleanup.com.au
Keep Australia Beautiful	www.kab.org.au
Planet Ark	www.planetark.com.au
Old Litter Prevention Alliance	www.qldlitter.com
ABC	www.abc.net.au/science/features/bags
Smart Bags	www.smartbags.com.au

Peregian Beach Business Association is gratefully supported in this initiative by



About Peregian Beach Village

Beautiful Peregian Beach, it seems just effortlessly be there.

Peregian Beach is a vibrant, artistic beach community infused with European flair. It is a hidden gem along the beach front situated between Noosa Heads and Coolum on the Sunshine Coast of Queensland.

Bordered by Noosa National Park, Peregian Beach is sought after by those who appreciate a relaxed lifestyle, pristine ocean waters and a superb expanse of uncrowded beach with natural surrounding bush.

The little beach side village that's big on charm.

Peregian Beach offers a wide range of beach chic low-rise holiday accommodation, the friendliest village atmosphere where you feel like everyone knows you by the end of your stay. From extensive holistic well being services, great family social clubs, extraordinary specialty shops that are coveted Australia wide, fabulous food and some of the best quality local produce from the grocers and the bi-monthly market, it is a village and a community most people can only dream of being a part of.

Relax with the sound of laughing kids and the breeze in the Pandanus trees Peregian Village Square is unique on the coast because of its stunning inner courtyard which is a convivial meeting place best remembered for the sound of laughing kids and the breeze in the Pandanus trees. The lush grassed inner square is bounded by unique shops and cafes and a performance stage used for special events, but mostly spontaneous performances by playing children.

Peregian Beach offers a host of activities and natural experiences. Give yourself an opportunity to enjoy them, and the local village hospitality will entice you back, year after year. www.peregian-beach.com