

Media Release
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20 000 Rewards for Recycling

An innovative competition giving away 20 000 tickets to 2010 FIFA World Cup™ matches will be a highlight at 200 schools throughout South Africa. The project, a partnership between the PET Plastic Recycling Company, trading as PETCO, Coca-Cola, the Department of Education (DOE) and Collect-a-Can, aims to encourage students to recycle their Polyethylene Terephthalate (PET) Plastic recognizable by the number 1 polymer identification code near or on the bottom of carbonated soft drinks, mineral water, juice and sport drink bottles. The schools are selected according to their contribution to promoting environmental awareness.

Two publications will support the competition as a guide for students and teachers. The publications are a step-by-step guide detailing the importance of recycling in South Africa, and importantly how to get involved in recycling, as well as details of the competition particulars. Coca-Cola Public Affairs Manager for 2010 FIFA World Cup™, S'thombe Mere says: 'Our partnership with PETCO on this programme has assisted us in providing more recycling information to schools, as well as ensuring that the collected bottles get transported to recycling plants. PETCO has also been able to provide learners with examples of products made from recycled PET'.

PETCO was established in 2004 and represents the South African plastic industry's first joint effort to self regulate post consumer PET plastic. Since its establishment it has increased PET plastic recycling from 9 840 tons to 29 000 tons of PET. Belinda Booker, PETCO Regional Manager, who was actively involved with the rolling out of the project says, 'PETCO is proud to be involved in such a prestige and meaningful competition, as the learners of today are the leaders of tomorrow'.

FIFA allocated world cup tickets as part of a ticket fund initiative. The competition starts in January and the winning schools will be announced before the start of the tournament.

For further Information:

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