

Media Release



FOR IMMEDIATE RELEASE

23 February 2011

Our coast is too lovely to litter!

The Great Ocean Road Coast Committee is proudly supporting the Victoria's Coast Too Lovely to Litter campaign and is calling for everyone on the Surf Coast to "do the right thing and put it in the bin".

The first campaign of its kind, Victoria's Coast Too Lovely to Litter spans almost the entire 2000km stretch of Victoria's beautiful coastline and aims to reduce litter by at least 30 percent between December and April.

The campaign focuses on the most visible types of litter including takeaway containers and wrappers, beverage containers, cigarette butts and other types of packaging and is primarily funded by EPA Victoria and the Australian Packaging Covenant as well as five regional waste management groups.

The Great Ocean Road Committee, as land manager for much of the foreshore from Torquay to Lorne, provides bins on grassed foreshore areas and adjacent to sand areas, conducts litter clean ups twice a week and once a day in park season.

The Committee also supports and coordinates volunteer cleanup activities on the foreshore, has recycling policies and processes embedded into all waste management contracts across the caravan parks and the coast and has achieved a Wastewise Bronze Certification with Sustainability Victoria.

Victoria's Coast Too Lovely to Litter Ambassador, Environmentalist and Aquatic Scientist Sheree Marris has gained a reputation and profile as an expert in her field and is a former Young Australian of the Year Award recipient.

Sheree is a regular guest speaker at universities, school groups and youth organisations, and has become a role-model for young environmentalists.

Sheree is visiting the Great Ocean Road with a call to action to "Do the right thing, use the right bin" and report litterers using EPA Victoria's Litter Report Line Website – www.epa.vic.gov.au/litter/.

Caring for the coast and community

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Locals and visitors alike can also get involved by registering as a volunteer for one of The Great Ocean Road Coast Committee's official clean up sites on Clean Up Australia Day which will be held on 6 March 2011.

Fisherman's Beach and the Torquay Foreshore Caravan Park and surrounds have been registered by the Committee, and those wanting to roll up their sleeves and lend a helping hand can go to www.cleanupaustraliaday.org.au, find the site they wish to attend and register as a volunteer or simply turn up at one of the site locations on the day.

You can also contact the Great Ocean Road Coast Committee for more information on (03) 5220 5055 or info@gorcc.com.au .

FOR MORE INFORMATION PLEASE CONTACT:

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For further details about the Victoria's Coast Too Lovely to Litter campaign or Sheree Marris please contact **Kristi High** on 0407 366 466.