



MEDIA RELEASE

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20 Years, 200,000 Tonnes of Rubbish Local residents and McDonald's join forces to clean up Australia

On Sunday March 7, 2010, volunteers across Australia will gather at various McDonald's restaurants to clean up tonnes of rubbish to help fight climate change and protect the environment as part of this year's national Clean Up Australia Day campaign.

To celebrate 20 years of partnership with Clean Up Australia Day, McDonald's Australia is encouraging local residents to join crew at their local restaurant on Sunday to help add to the 200,000 tonnes of rubbish already collected nationally since the first national Clean Up in 1990.

This year, McDonald's Australia will also provide customers with a mobile phone collection bin to encourage residents to recycle their old and unused mobile phones. Mobile phones contain highly toxic elements and can create a long term pollution risk if dumped in landfill.

While 90% of the materials within a mobile phone can be recycled, approximately 70% of Australians have at least one old mobile phone lying unused in a cupboard or drawer at home or in the office.

Clean Up Australia already partners with the Aussie Recycling Program (ARP) and all profits achieved from the recycling of mobile phones at McDonald's for one week from Sunday 7 March will help to raise money for Clean Up Australia.

McDonald's Australia, the founding partner and major sponsor of Clean Up Australia Day since the original Sydney Harbour Clean Up 21 years ago, is encouraging the community to get involved.

Catriona Noble, McDonald's Australia Managing Director is pleased McDonald's crew will be joining community volunteers at the Clean Up site on March 7.

"We encourage the entire community to get out there and lend a hand on Clean Up Australia Day. Whether it's joining us at the site, or simply cleaning up your own backyard; everyone can take the simple steps needed to protect the health of our environment and precious resources," said Catriona.

"McDonald's Australia is proud to partner with Clean Up Australia Day as we realise the importance of responsible rubbish disposal to help protect the local environment in which we operate," concluded McDonald's Australia Managing Director, Catriona Noble.



Ian Kiernan AO, Clean Up Australia Day Chairman, says McDonald's has played a key role in turning Clean Up Australia Day from a simple clean up of Sydney Harbour 21 years ago to the successful national event it is today.

"McDonald's realises the importance of business involvement in protecting our environment and has shown this through their long-term support of Clean Up. We hope to continue this partnership for many more years to come as we remind Australians to live more sustainably every day of the year."

Clean Up Australia Day is fun, easy and everyone can get involved. For further information call Toll Free: 1800 CUA Day [1800 282 329] or visit the Clean Up Australia Day website at www.cleanupaustaliaday.org.au

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