



MEDIA RELEASE

Tuesday 25 February 2014

AMWAY CLEANS UP ON BUSINESS CLEAN UP AUSTRALIA DAY

Amway at Castle Hill cleaned up 6,200 kilograms of recycling as part of the business equivalent of Clean Up Australia Day held today.

A major recycling drive focused over the past three months has generated 6,200 kilograms (kg) of recycling, culminating in today's Business Clean Up Day. This includes an estimated 2,485 kg of metal; 600 kg of glass; 3,120 kg of cardboard and paper; as well as 130 old wooden pallets.

"Business Clean Up Day has been a great opportunity for us to take practical steps to reduce our environmental footprint. Recycling is one of the best ways to help the environment and keep material out of landfill," Michial Coldwell, General Manager of Amway Australia and New Zealand, said today.

Shifting from paper to digital has also been a major drive at Amway recently, with a marked improvement in efficiency and environmental outcomes.

"Digital is our focus. Our customers are seeing and sharing more and more product information online. In fact, our digital publications have been viewed more than 1.5 million times," Mr Coldwell added.

Over the last few years, Amway has helped to reduce its greenhouse gas emissions by up to 680 tonnes a year and saved up to 1.1 million litres of water annually.

Media contact: Kevin Lowe 0431 779 783

About Clean Up Australia Day.

Clean Up Australia Day involved more than 550,000 volunteers and 305 businesses in 2013, removing an estimated 16,150 tonnes of rubbish. Business Clean Up Day was held on 25 February and Clean Up Australia Day is on 2 March.



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Founder Ian Kiernan said “Business Clean Up Day is a simple way to put your business in the picture to clean up, fix up and conserve our greatest resource – Australia.”