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**PRESS RELEASE**

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***[NAME OF BUSINESS/ORGANISATION] of [TOWN/PLACE] is joining individuals and businesses across the world to celebrate Global Recycling Day***

 ***www.globalrecyclingday.com***

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**[NAME OF TOWN/PLACE) Xth of March 2018**

[NAME OF PERSON/OR BUSINESS/ORGANISATION] of [NAME OF BUSINESS IF NEEDED] in [TOWN/PLACE] will be joining individuals, communities and businesses across the world on 18 March, to showcase the importance recycling plays in preserving the future of our planet.

On Global Recycling Day, [NAME OF BUSINESS/ORGANISATION] will encourage the world to think ‘resource’ not ‘waste’. The day will also ask consumers to make at least one change to their recycling habits. The hashtag #globalrecyclingday will curate activities of people across the world, sharing what they are doing as the day is celebrated. Alongside this, individuals will be asked to sign a petition encouraging the United Nations to recognize the Day officially.

Throughout the Day, the main focus will be the importance of preserving the earth’s precious resources. Organisers, the Bureau of International Recycling (BIR), have outlined seven vital challenges to world leaders, including educating the public on the necessity of recycling, supporting the sustainable trade of recyclable materials and to work with industries encouraging reuse of materials.

[BUSINESS OR ORGANISATION TO INPUT THEIR ACTIVITY OR PLEDGE HERE]

[QUOTE FROM BUSINESS OR ORGANISATION]

BIR President, Ranjit Baxi, said: “The world’s first Global Recycling Day is a vitally important new date in our global calendar. To truly harness the power of recycling we must adopt a global approach to its collection, processing and use, and this Day recognises the global nature of the industry and the issue. It is time we put the planet first and all commit to spend 10 more minutes a day ensuring that materials are disposed of properly. It is a joint responsibility, not one of the few and I look forward to seeing individuals, communities, businesses and leaders joining us and celebrating the Day on 18th March.

“We applaud organisations like [NAME OF BUSINESS OR ORGANISTION] for their support for the Day, and bring the story of recycling to life at a community level.”

**ENDS**

For further information, please contact:

**Input relevant info here**

**About Global Recycling Day**

Global Recycling Day is an initiative of the Bureau of International Recycling (BIR).

BIR is the global federation of the recycling industry, representing the interests of the global industry.

One of BIR’s key objectives is to promote recycling globally – showcasing its benefits to industry, policy makers and the wider community.

2018 marks the 70th anniversary of BIR (indeed 18th March is its 70th birthday), a landmark year in which to create a day which recognised the vital role recycling and the industry plays in protecting the planet.

The first ever Global Recycling Day will unite people across the world, highlighting the need to conserve our six primary resources (water, air, coal, oil, natural gas and minerals) and celebrating the power of the newly termed “Seventh Resource”- the goods we recycle every day. The new initiative is the brain child of Ranjit Baxi, who announced his vision for a day dedicated to recycling at the inauguration of his Presidency at BIR’s 2015 Dubai Convention.

Global Recycling Day will be a day of action, aimed at building a global approach towards recycling, calling on world leaders, international businesses, communities and individuals to make seven clear commitments in their approach to recycling. Consumers are also being asked to ask themselves some key questions about recycling, to think of it in a new way.

[www.globalrecyclingday.com](http://www.globalrecyclingday.com)