



## PRESS RELEASE

[www.globalrecyclingfoundation.org](http://www.globalrecyclingfoundation.org)

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# It's all kicking off for Global Recycling Day in London's Carnaby on 18<sup>th</sup> March 2019

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London, March 1st 2019

Carnaby is set to take centre stage in the worldwide celebrations of the second Global Recycling Day on 18<sup>th</sup> March 2019. The Global Recycling Foundation, who organises and promotes Global Recycling Day, is working with Shaftesbury PLC to host the #RecyclingGoals challenge. Local businesses, schools and consumers in this world-famous destination will be invited to take part in the challenge and make their recycling promises to help preserve the planet.

The Global Recycling Day team will set up just off Carnaby Street, on Ganton Street complete with a temporary football goal post between 11.30am and 4pm. Participants will be encouraged to take part in the challenge and share it across social media. Carnaby is the perfect location for promoting Global Recycling Day in London, as it is committed to sustainability and improving the environment.

A step by step guide on how to participate in the challenge has been created for participants to [download and share](#). This challenge harnesses the power of football to inspire long term recycling habits in young people across the world.

**Simon Quayle, Director at Shaftesbury PLC says:**

“We are delighted to support this brilliant campaign and to help raise awareness of this crucial cause. As a retail and leisure destination, we are committed to finding ways to improve our sustainability and environmental processes. This fun activation is a great way to engage with our shoppers, diners, visitors, locals and tenants.”

**Ranjit Baxi, Founding President of Global Recycling Foundation says:**

“We are proud to be working with Shaftesbury PLC for the second year running to bring Global Recycling Day to Carnaby, especially since the company has sustainability embedded into the day-to-day operations of the business.

“Shaftesbury’s commitment to the environment and other initiatives such as reducing food waste and encouraging recycling amongst tenants in the area, aligns perfectly with Global Recycling Day’s pledge to support the future of the planet through encouraging better approaches towards recycling.”

Global Recycling Day aims to educate the world to take a more active role in better recycling practices and preserving the future of the planet. Individuals and organisations across the globe are encouraged to join in on 18<sup>th</sup> March 2019 by participating in events, setting up their own events or showing support across social media channels using the hashtags #GlobalRecyclingDay and #RecyclingGoals.

Shaftesbury PLC and Global Recycling Foundation are supporting DEFRA’s [Year of Green Action 2019](#) (YOGA), a government commitment to improve the environment by connecting people with nature, through its 25-year plan (25YEP). Global Recycling Day demonstrates Shaftesbury’s commitment to the initiative.

For more information on Global Recycling Day visit: [www.globalrecyclingday.com](http://www.globalrecyclingday.com)

For more information on Carnaby visit: [Carnaby.co.uk](http://Carnaby.co.uk)

## ENDS

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### **About the Global Recycling Foundation**

*The Global Recycling Foundation, formed by the Bureau of International Recycling in October 2018, supports the promotion of recycling, and the recycling industry, across the world in order to showcase its vital role in preserving the future of the planet. It will promote Global Recycling Day as well as other educational programmes, awareness projects and innovation initiatives which focus on the sustainable and inclusive development of recycling.*

### **Carnaby**

*Carnaby is in the heart of London’s West End, where over 100 retail brands of quality and distinction and over 60 independent restaurants, cafes and bars can be found across 14 streets, including the world famous Carnaby Street. Carnaby is a unique and iconic experiential shopping, dining and leisure destination.*

[Carnaby.co.uk](http://Carnaby.co.uk)      @CarnabyLondon      #Carnaby

### **Shaftesbury PLC**

*Shaftesbury PLC owns and manages a 15-acre property portfolio in the liveliest parts of London's West End. Focused on restaurants, leisure and retail in the highly popular, sought-after and prosperous locations of Carnaby, Seven Dials and Chinatown, it also includes substantial ownerships in East and West Covent Garden, Soho and Fitzrovia. The portfolio comprises nearly 600 shops, restaurants, cafés and pubs, extending to 1.1 million sq. ft., 0.5 million sq. ft. of offices and 593 apartments.*

*We focus on the sustainable re-use of existing buildings and aim to minimise the environmental impact of our operations across the business.*

*We are committed to engaging and working with the community in which we operate. We align our activities and support with organisations which are active in the West End, including those which support the arts, community groups, schools and charities, and those which focus on local social issues and environmental challenges.*