



PLANET ARK LEADS ENVIRONMENTAL CHANGE

Started in June of 1991, **Planet Ark** is a non-profit environmental organisation that aims to show people and business the many ways that they can reduce their day-to-day impact on the environment - at home, at work and in the community.

Planet Ark's campaigns have become cornerstones of the environmental calendar, with events like **National Tree Day** and **National Recycling Week** providing the practical and easy-to-adopt activities that have empowered millions of Australians to make a simple lifestyle change for the good of the environment.

Planet Ark works in partnership with businesses, councils, environmental groups, schools, and community groups to achieve real and measurable results. Twelve million trees have been planted, half a billion cards and more than six million printer cartridges have been recycled as a direct result of our campaigns. Two million visitors have inquired about local recycling services through **Planet Ark's** **RecyclingNearYou.com.au** and two million volunteers have planted native trees for **National Tree Day**. In addition, millions of Australians receive our educational messages and practical advice every day via our website, Aware Newsletter, news service, resources, and strong media presence.

Planet Ark's products, including **Aware Laundry Powder** and **Planet Ark** endorsed products, represent the highest standard of quality and environmental responsibility in their field. **Planet Ark** also delivers the largest online environmental news service in the world, **World Environment News**.

For more information about **Planet Ark's** campaigns, products, solutions and achievements please visit www.planetark.org.

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**For interviews, information or images please contact Planet Ark's PR team on
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