

Layne Beachley urges Aussies to recycle old mobiles and help regenerate coastline

World champion surfer helps MobileMuster and Landcare Australia to regenerate Australia's coastline – one tree at a time

Seven time world champion surfer, Layne Beachley, has joined MobileMuster and Landcare Australia to give Australia's iconic coastline a helping hand by simply recycling old mobiles and accessories.

Through the 'Old phones, more trees' campaign, MobileMuster, the mobile phone industry's official recycling program, aims to collect 250,000 handsets and plant up to 25,000 trees around Australia's coastline. The campaign runs until 30 September 2011.

"Over 19 million Australians live within 50 kilometres of the coast and there are 19 million old and broken mobile phones lying in Australian homes unused. It seems we Aussies love the beach and holding onto our old mobiles!" says Layne Beachley.

The surfing champ says it's hard to beat an Aussie beach, however many areas along Australia's iconic coastline are in need of a helping hand.

"Australia has some of the most unique coastal environments in the world. However, dune erosion, weeds and over-use can have a real impact on the health of the great beaches and coastal areas that we all love and enjoy," says Ms Beachley.

Ms Beachley is encouraging all Australians to dig through their drawers at home and to hand in their old and unused mobiles to MobileMuster.

"Every old mobile phone recycled with MobileMuster will enable Landcare and Coastcare groups to make real a difference to our coastline. The campaign will also keep old mobiles out of landfill and recover over 90 per cent of the materials in the phones to make new products," says Ms Beachley.

The 'Old phones, more trees' campaign and partnership with Landcare Australia is now in its fifth year and MobileMuster aims to collect twice as many handsets as last year.

"Recycling 250,000 old mobiles plus their batteries and chargers will recover enough materials to make 48,000 aluminium cans and more than 2,400 plastic fence posts. Recovery of these materials will also avoid the need to mine more than 728 tonnes of gold ore, 808 tonnes of silver ore and 178 tonnes of copper sulphide," says MobileMuster Manager, Recycling, Rose Read.

Across Australia, volunteer Landcare and Coastcare groups undertake vital work to maintain and protect the coastline including, dune restoration, revegetation, weed management and protection of coastal habitat.

"The funding provided through 'Old phones, more trees' will enable 25 Landcare and Coastcare groups to maintain and protect our coastline through dune restoration, revegetation, weed management and the protection of vital coastal habitats," says Landcare Australia CEO, Heather Campbell.

Since 2007 the *'Old phones, more trees'* campaign has recycled more than 149,000 kilograms of mobile phones and accessories and enabled Landcare groups to plant more than 255,000 trees across Australia.

"We are extremely lucky in Australia to have access to more than 47,000 kilometres of unique coastal habitats. There are also 3,500 MobileMuster public drop-off points Australia wide, including all major mobile phone retailers, Officeworks and participating councils," says Ms Read.

"By recycling your old mobiles at one of these drop-off points you will be helping plant 25,000 trees around our coastline; it's that easy and won't cost you a cent," says Ms Read.

***'Old phones, more trees'* runs until 30 September 2011. MobileMuster will donate 25 grants of \$2,000 each to Landcare Australia and Coastcare groups. Grant application forms and criteria are available on www.landcareonline.com.au.**

Recycling an old mobile phone is free and easy, simply:

1. Hand 'em in at your mobile phone retailer / MobileMuster local collection point - to find your nearest one go to www.mobilemuster.com.au or call 1300 730 070
2. Post 'em in by either picking up a free MobileMuster recycling satchel from Australia Post or printing off a reply paid mailing label from www.mobilemuster.com.au

ENDS

Interviews available with:

**Rose Read, Manager Recycling, MobileMuster
Heather Campbell, CEO, Landcare Australia**

- **Victoria Rooney**
IMPACT Communications
(02) 9519 5411, 0408 499 765
victoria@impactcommunications.com.au
- **Frances Dwyer**
IMPACT Communications
(02) 9519 5411, 0402 382 447
frances@impactcommunications.com.au

About MobileMuster:

MobileMuster is a not-for-profit program funded solely by mobile phone manufacturers and network carriers to collect and recycle mobile phones. It is the mobile phone industry's commitment to product stewardship. All mobiles are recycled to the highest environmental standards. None are refurbished or sold for reuse.

For further information on MobileMuster visit: www.mobilemuster.com.au

About Landcare Australia and Coastcare:

Landcare Australia is a non-political, uniquely Australian partnership between the community, government and business to protect and repair Australia's magnificent, yet stressed, natural resources. The Landcare movement is made up of approximately 4,000 Landcare and 2,000 Coastcare volunteer groups that work on environmental projects in their local communities. The groups that fall under the Landcare umbrella are varied in nature and don't necessarily include Landcare in their names, including productive farming groups, 'Friends of', Bushcare, Coastcare, Rivercare, and Dunecare. Landcare also include farmers embracing sustainable farm management and any community group that partakes in volunteer environmental activities.

Established by the Australian Government in 1995, Coastcare is a community of volunteers who work to care for and protect the Australian coastline. Coastcare groups are established when a group of local people identify a problem in their local coastal environment and work towards a practical solution. The work done by these groups of dedicated volunteers is invaluable to restoration and protection of the fragile coastline of our country. Coastcare and Landcare groups tackle problems like dune erosion, loss of native plants and animals, storm water pollution, weeds and control of human access to sensitive areas.