

## CEO Clean-Up Press Release



### Take 3's popular CEO Clean-Up Returns to Sydney!

Following the success of their previous CEO Clean-Ups, Take 3 for the Sea is delighted to announce that they are returning to Manly Cove Beach, Sydney, for their 2022 CEO Clean-Up.

This event, to be held on Friday 9 September 2022, is open to CEOs, directors, business owners and other industry leaders who want to demonstrate leadership on environmental sustainability and make a difference.

The Clean-Ups are the first of their kind, providing business leaders with the opportunity to lead by example and make a positive change in their community by cleaning up the local environment, fundraising to support clean oceans and raising awareness of the plastic pollution problem.

Since the inaugural CEO Clean-Up in 2019, 170 CEOs and business leaders have collectively removed more than 56,000 pieces of rubbish from the environment, and raised almost \$75,000 for Take 3.

"Funds raised at our CEO Clean-Ups help Take 3 to deliver vital education programs in schools, surf clubs and communities around Australia and the globe," Take 3 CEO Jacquie Riddell said.

"We are focused on achieving the challenging goal of educating one million school children and removing 50 million pieces of litter by 2025, and the 2022 CEO Clean-Up will move us closer to achieving that goal."

Take 3's CEO Clean-Ups do more than just remove litter and raise money. They provide a perfect opportunity for the participating business owners to review how their companies use plastic, and start taking steps to 'turn off the tap' of plastic production.

NSW Minister for Environment and Heritage and Member for Manly James Griffin MP is attending the clean-up, and said reducing plastic pollution in the marine environment is one of the issues he is most passionate about.

"Single-use plastic is an environmental disaster, and it's staggering to think that almost all of the plastic ever created is still with us in some form today," Mr Griffin said.

"That's why we're banning problematic single-use plastic items in NSW this year. We've already banned single-use plastic shopping bags, and from November, we're banning more items including plastic straws, stirrers, cutlery, plates, bowls and cotton buds, among other things.

"Single-use plastic items and packaging make up 60 per cent of all litter in NSW, and the bans will prevent almost 2.7 billion items of plastic litter from entering the environment in NSW over the next 20 years.

"We each have the power to make positive environmental change at an individual level, and I encourage business leaders to participate in the Take 3 for the Sea CEO Clean-up on the 9th of September."

Take 3 is a NSW Environment Protection Authority (EPA) community partner, helping spread the message on the upcoming single-use plastic bans.



Take 3 is also delighted to welcome special guests Mr Tony Chappel, CEO of the NSW EPA, and a representative for Ms Zali Steggall OAM, Member for Warringah.

Nominate a CEO or sign up now! If you are unable to participate you can still support Take 3's global movement for change here.

### **Who can participate?**

- CEOs, directors, business owners and leaders
- Members of their organisations, friends and family are encouraged to participate by donating to the fundraising efforts.

### **How does it work?**

- Register as a participating CEO [here](#)
- Start a fundraising campaign in your workplace - your employees, clients and customers can donate to your campaign and watch you climb the [leaderboard](#)
- Come along to the CEO Clean-Up on Friday 9 September, meet the other CEOs that you've been competing against and learn who has raised the most money for Take 3!

Each participant will get free access to a host of fundraising resources to help them run their campaigns, including ready-made social media posts and creative fundraising ideas and tips.

The Take 3 CEO Clean-Up is a collaboration between Take 3 for The Sea and Central Coast digital content marketing agency, LEP Digital. The idea was born from a shared passion for reducing plastic waste in Australian business and industry.

### **About Take 3 for the Sea**

Take 3 believes in simple actions to address complex problems. How can we stop plastic pollution from killing wildlife and suffocating our planet?

In 2009, two friends set about answering this question. Marine ecologist Roberta Dixon-Valk and youth educator Amanda Marechal developed Take 3 – an idea where a simple action could produce profound consequences. Joining forces with environmentalist Tim Silverwood, the trio publicly launched Take 3 as an organisation in 2010. Now, twelve years later, Take 3 has developed and delivered education programs to schools, universities, surf life saving clubs, tourism, corporates and communities across Australia, directly educating 700,000+ students and 450,000+ community members.

The message is simple, Take 3 pieces of rubbish with you when you leave the beach, waterway or...anywhere, and you have made a difference.