



Be rewarded for going a little bit green with 7-Eleven this July and August

Sydney, Australia, 13 July 2011. **Envirobank Recycling (Australia) Pty Ltd**, the company behind the network of innovative Reverse Vending Recycling Machines and **7-Eleven Stores Pty Ltd**, Australia's first choice in convenience, will this month roll out a trial of the first two Envirobank reverse vending machines at 7-Eleven stores in Kensington South, NSW and Brandon Park, VIC.

Similar to a vending machine, customers can deposit an empty plastic bottle, aluminium can or plastic Slurpee cup into the Envirobank machines (located out front of the 7-Eleven stores) and they will be guaranteed a reward voucher for instant redemption in that 7-Eleven store, for gifts such as a free Slurpee upgrade or \$1 Cadbury chocolate bar.

There are also larger gifts to be won, including an Apple iPad 16GB 3G/WiFi, an Apple iPod Touch 8GB, eight \$25 7-Eleven Fuel Vouchers and four 1 month free Slurpee cards.

The Envirobank machine in Kensington South, NSW will be "twinned" with other nearby machines so that people recycling at Envirobanks located at The Royal Hospital for Women, Randwick TAFE and the UNSW will be able to redeem vouchers at the Kensington South 7-Eleven store.

What makes the 7-Eleven trial unique is that these Envirobank machines will also recycle plastic Slurpee cups. Warren Wilmot, 7-Eleven CEO, explained "Customers love our Slurpees and we're excited that our plastic Slurpee cups can now be recycled at these two stores. Our aim through this joint initiative with Envirobank is to reduce the amount of litter in the areas around our stores to make it more pleasant for everyone and increase the material that can be recycled."

Envirobank's Managing Director Narelle Anderson, said "People want to do the right thing, but often they're not sure how. With the Envirobank machines at such convenient locations as the 7-Eleven stores, they just pop their can or plastic bottle - and in these 7-Eleven Envirobank machines their plastic Slurpee cups - in the Envirobank machine and get rewarded. Once the item is placed in the machine, people just have to press the green button – it's as simple as that. It's a perfect opportunity next time you fill up at 7-Eleven to get rid of that empty soft drink can or plastic bottle that's been rolling around in the bottom of your car."

The Envirobank reverse vending recycling machines will be on-site at Kensington South, NSW and Brandon Park, VIC from Monday, 18 July 2011 for four weeks.

Customers can come down to 7-Eleven's Kensington South store at 131 Anzac Pde & Todman Av at 3pm on Thursday 21 July or 7-Eleven's Brandon Park at 602-606 Ferntree Gully Rd (cnr Springvale Rd) on Friday 22 July at 3pm for the official launch – there are lots of fun giveaways and gifts to be won by recycling their empty soft drink cans and plastic bottles.

Ends

Media Release – for immediate release



Notes for Editors

INTERVIEW/PHOTO OPPORTUNITY

New South Wales

The Envirobank machine at Kensington South, NSW will be officially “opened” by Warren Wilmot, 7-Eleven CEO

When

Thursday, 21 July 2011

Onsite from 2.30pm

Official launch at 3.00pm

Address

7-Eleven Kensington South
131 Anzac Pde & Todman Av
Kensington South
NSW 2033

Victoria

The Envirobank machine at Brandon Park, VIC will be officially “opened” by Warren Wilmot, 7-Eleven CEO

When

Friday, 22 July 2011

Onsite from 2.30pm

Official launch at 3.00pm

Address

7-Eleven Brandon Park
602-606 Ferntree Gully Rd (cnr Springvale Rd)
Brandon Park
VIC 3170

For further information or to speak with an Envirobank representative, please contact:

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RECYCLING FAST FACTS

- Aluminium cans can take between 80 - 200 years to break down (Keep Australia Beautiful Week Key Statistics)
- A plastic bottle can take up to 450 years to break down (Keep Australia Beautiful Week Key Statistics)
- It takes 95 per cent less energy to make aluminium from scrap than from virgin materials (Total Environment Centre) and can be recycled an infinite number of times
- Producing new plastic from recycled material uses only two-thirds of the energy required to manufacture plastic from virgin materials (Total Environment Centre)
- The average shopping centre produces approximately 30 tonnes of recyclable material each week

Media Release – for immediate release



About Envirobank

Envirobank Recycling (Australia) Pty Ltd was started in 2007 and is a small business with a big mission: “To change the face of public place recycling through incentives and rewards”.

The Envirobank network of Reverse Vending Recycling Machines reward the consumer when they recycle, through a chance to win a mystery prize, receives a discount from a store or by making a donation to charity. The machines eliminate contamination to create recyclable waste and save labour costs and mess, holding 3000 containers compared to 200 in a normal bin.

Envirobank is one of Australia's first reverse vending machines - a modern day answer to cash for cans. Reverse vending machines were developed in Europe and have been in use in for the past three decades where there are currently 90,000 machines in use.

Envirobank Recycling (Australia) Ltd were one of four finalists in the 2011 United Nations Association of Australia World Environment Day Awards *Peter Szental Award for Sustainability Entrepreneurship* category awarded in June 2011, which recognises businesses that have been outstanding in commercializing new sustainability solutions, demonstrating new business models and influencing mainstream thinking.



About 7-Eleven

7-Eleven, Australia's first choice in convenience is a private company owned by the Withers/Barlow family. The company has a license to operate and franchise 7-Eleven stores in Australia from the US based 7-Eleven Inc. The first Australian store was opened in August 1977. Today 7-Eleven operates more than 610 stores along the eastern seaboard, including over 200 recently acquired Mobil/Quix sites that are being progressively converted into 7-Eleven stores. Worldwide 7-Eleven operates more than 40,000 stores in 16 countries, and is opening approximately six stores per day somewhere in the world.