



2010 DIARY NOTES

Earth Day – Thursday April 22

Earth Day is an annual day for reflection and aims to inspire awareness and appreciation for our environment.

Planet Ark will celebrate this year's Earth Day by launching the 8th year of its hugely successful '**Cartridges 4 Planet Ark**' campaign.

'Cartridges 4 Planet Ark' is an innovative e-waste (electronic waste) recycling program which diverts printer cartridges from landfill. More than 11 million have been either reused or recycled since the campaign began, giving new life to what would otherwise become complex waste.

Many of the components that make up a printer cartridge, such as steel, plastic and ink, are reused to make new resources such as fridges, park benches, rulers, pens and more.

Used printer cartridges can be dropped into a '**Cartridges 4 Planet Ark**' recycling box at participating **Australia Post, Harvey Norman, Tandy, Dick Smith and Officeworks** outlets. To find your nearest retail drop off location, visit cartridges.planetark.org or call the '**Cartridges 4 Planet Ark**' Hotline on **1800 24 24 73**.

For more information please contact:

Michelle Cook
Planet Ark
02 8484 7209
michelle@planetark.org

Emma Franklin
Planet Ark
02 8484 7200
emma@planetark.org