

Recycling fashionably

STUDENTS at University Putra Malaysia will be fashionably rewarded for doing their part to save the earth when they bring in PET bottles to be recycled in the days leading up to this year's Earth Hour.

In collaboration with UPM, Coca-Cola Malaysia is encouraging students and faculty to bring in empty PET beverage

bottles for recycling.

In exchange for the bottles, they will get a refreshing drink, t-shirts or tote bags. These t-shirts and tote bags are no ordinary items, as they are actually made from recycled post consumer PET bottles.

The t-shirts and bags also carry slogans and graphics, which promote the recycling of used beverage bottles into renewable, reusable products.

"It's a great way to create awareness about the benefits of recycling and there's a nice incentive for doing so this time, as we continue to educate the public about recycling," said Coca-Cola Malaysia Public Affairs and Communications director Kadri Taib.

