

**GIVE GREEN
AND KEEP ON
GIVING WITH
AUSTRALIA'S
FIRST
BIODEGRADABLE
GIFT CARD**

Give the gift that keeps on giving this Christmas

This Christmas, Colonial First State Global Asset Management launches Australia's first biodegradable gift card, with a donation to the Australian Conservation Foundation in recognition of gift cards sold.

There are 10 billion plastic cards put into circulation worldwide every year. Over 34 million kilograms of PVC material from plastic cards enters our waste stream each year. This waste impacts our environment.

Created from plant matter including alfalfa, beets, potato skins and wheat using 100% renewable energy, the environmentally friendly gift card will break down after 180 days once placed in an appropriate waste environment, such as industrial compost.

The Australian Conservation Foundation believes this is an initiative that will make people think twice about the environment.

Available at a minimum gift amount of \$20 and beautifully presented in a recycled gift envelope along with a business sized card made from compressed seeds which can be planted in the ground to grow the Australian native Lemon Scented Bottle Brush. The gift card is sure to impress this Christmas.

Head of Retail Operations George Karabatsos said "We are thrilled to be involved with this exciting initiative. Christmas is a time of giving and what better gift than to give back to the environment".

The biodegradable gift cards can be purchased at the Customer Service Desk, Centre Management Office or online at each of the 28 participating shopping centres nationally.

ENDS

For further details please contact:

Melissa Lekias

melissa@magenta.net.au

08 9321 1955

0419 961 020

Participating Shopping Centres

NSW

Ballina Fair Shopping Centre
Chatswood Chase Sydney
Lake Haven Shopping Centre
Salamander Bay Shopping Centre

QLD

Beenleigh Marketplace
Clifford Gardens Shopping Centre
Grand Plaza Shopping Centre
Mount Pleasant Shopping Centre
Myer Centre, Brisbane
QueensPlaza
Runaway Bay Shopping Village

SA

Castle Plaza Shopping Centre
Elizabeth Shopping Centre
Myer Centre, Adelaide

TAS

Eastlands Shopping Centre
Northgate Shopping Centre

VIC

Altona Gate Shopping Centre
Bayside Shopping Centre
Bendigo Marketplace
Brimbank Central Shopping Centre
Broadmeadows Shopping Centre
Chadstone - The Fashion Capital
Corio Shopping Centre
Forest Hill Chase Shopping Centre
Northland Shopping Centre
Rosebud Plaza Shopping Centre

WA

Midland Gate Shopping Centre
Rockingham Shopping Centre



