

Miss Earth South Africa 2008





The Glass Recycling Company - South Africa's national non-profit organisation responsible for facilitating the recovery of waste glass for recycling - and Miss Earth South Africa have joined forces in an effort to raise consumer consciousness around the conservation of Mother Earth. Through the Miss Earth South Africa partnership with organisations like The Glass Recycling Company, a tide is turning in favour of environmental issues like recycling of glass. The Glass Recycling Company is a sponsor of this year's initiative and the partnership is an obvious one with greening the minds of South Africans at the top of the agenda.

General manager of The Glass Recycling Company, Shabeer Jhetam, is pictured with some of the 24 finalists of the Miss Earth South Africa competition. "We still have a long way to go in mobilising the public to act on the "Catch onto a good thing and don't bin it - bank it" message. Supporting initiatives like the Miss Earth South Africa programme will enable us to reach the masses with our glass recycling message and help preserve our beautiful planet through the responsible reuse and recycling of glass. The 2008 winner will be announced at a prestigious gathering to be held at Emperor's Palace on 21 June 2008.

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