



Unit 51/50 Lloyd Street
Kensington, Victoria 3031
Telephone: (03) 9376 3800
Fax: (03) 9376 3822
admin@secondbite.org
www.secondbite.org

-FOR IMMEDIATE RELEASE-

SECONDBITE PLATE – A FLEMINGTON GREEN FIELDS INITIATIVE FOR A GREENER FUTURE SATURDAY MAY 09TH

In 2007, SecondBite established a relationship with the Victoria Racing Club (VRC) to prevent good quality food from going to landfill. At last years Melbourne Cup Carnival SecondBite collected and re-distributed 2.6tonnes of top quality food from the corporate marquees to a host of food relief agencies across Melbourne.

In 2008 the VRC established "Flemington Green Fields" a program to promote the Melbourne Cup Carnival as a "greener" event incorporating waste, energy and food management. In addition to SecondBite 's food relief support, SecondBite provided fifteen volunteers at each of the race days throughout the Spring Racing Carnival to help promote this environmental sustainability program.

On Saturday 9th May 2009 the VRC will host a Flemington Green Fields Race Day. They have gifted SecondBite with a race 'The SecondBite Plate' as a gesture of gratitude for our contribution. The event will bring together some of Melbourne's leaders in food and business in support of Secondbite and the Flemington Green Fields initiative.

With 3.28 million tonnes of food driven to landfill in Australia each year¹ Secondbite is committed to making a positive difference by facilitating the safe and timely distribution of food otherwise destined to landfill and providing good quality nutritious food to agencies and people in need. This year SecondBite is on track to collect and re-distribute 400 tonnes of nutritious fresh food, enough to provide 800,000 hearty meals!



For Media enquiries

Esther Navarro-Orejon
The Project Agency
0416 135 741
esther@theprojectagency.com.au



For more information on how you can help

Katy Barfield,
Executive Director
0448 513 556
katy@secondbite.org
www.secondbite.org

¹ (Smith, B. (2005), cited in Edwards, F. and Mercer, D. (2007), "Gleaning from Gluttony: An Australian Youth Subculture Confronts the Ethics of Waste", *Australian Geographer*, vol. 38, no. 3: 279-96, p280)