



MEDIA RELEASE

2013

Buy Nothing New Month

Old is the New New each October, when **Buy Nothing New Month** encourages us to reassess how we buy, what and why, and consider alternatives that may be better for us, our wallets and our planet.

According to Affluenza author and **Buy Nothing New Month** supporter, Clive Hamilton, "Consumption today often involves buying things we don't need, with money we don't have, to impress people we don't like! **Buy Nothing New Month** is about spending our time and money more thoughtfully."

Like a one month detox on wasteful or unnecessary consumption, Buy Nothing New Month is not 'Buy Nothing New Never', it's simply taking the month of October to think about where our 'stuff' comes from, where it goes and how we can maximise resources and minimize waste by extending the life of existing goods.

Instead of a short-term, throwaway attitude to 'stuff', **Buy Nothing New Month** promotes beautifully made goods, built to last, rather than fast, throwaway stuff, often built to break on its way to landfill.

It highlights the sustainable alternatives that are part of the conscientious and collaborative consumption movement, like secondhand shopping, swapping, renting, sharing, borrowing, re-cycling, free-cycling and up-cycling.

Buy Nothing New Month also shows that adapting our attitudes and approach, can also save us money! Pledgers have reported saving around \$1000 over the month, simply by paying attention to their consumption habits, and looking at where they can make sustainable changes to old consumption habits.

Make your Buy Nothing New Month pledge this October and you can beg, buy, barter, rent and swap whatever you need, as long as it is pre-loved, but with the exceptions of necessities (including food, drink, medications and hygiene products) do your darndest to buy nothing *new*.

This October, think about where our stuff comes from, where it's going, its embedded costs and what are the alternatives. Get into charity stores, markets, swap parties and online second-hand selling sites to experience the joys of a life less wasteful. Logon to www.buynothingnew.com.au

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For media information, images, interviews and case studies of people buying nothing new please contact:
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BACKGROUNDER

Some Facts

- In October 2010, Australia's Sydney Morning Herald ran a poll asking if Aussies thought Buy Nothing New Month was a good idea, over 10,000 voted, 82% responding 'YES'.
- Buy Nothing New Month launched in Australia in October 2010. Local chapters have launched in Netherlands and USA.
- Buy Nothing New Month has received pledges from all over the world, including Australia, America, UK, Portugal, Spain, South Africa and Netherlands.
- A 2005 paper from the Australia Institute by Clive Hamilton Richard Denniss and David Baker tells us "Aussies have admitted to spending over \$10 billion every year on goods we do not use: clothes and shoes we never wear, CDs we never listen to, DVDs we never watch and food we never eat. By way of comparison, this amount exceeds spending by Australian governments on universities and roads."
- In Australia nearly 20 million tonnes of waste goes to landfill every year.
- Buy Nothing New Month is not anti-retail or anti-consumption. It is pro-responsible retail and 'new consumption'. It respects our finite resources and addresses the question 'when we throw something away, where is away?'
- Buy Nothing New Month thinks responsible retailer Patagonia is awesome, check their 'common thread's campaign here <http://www.patagonia.com/us/common-threads/> where they ask people not to buy from them unless necessary.
- We love The Story of Stuff by Annie Leonard, watch here to see why: <http://www.storyofstuff.org/movies-all/story-of-stuff/>

Glossary

<u>Swishing</u>	Swapping clothes shoes or accessories with friends or acquaintances. It's ethical, eco-fabulous, social and fun. Marie Claire magazine on swishing "Welcome to the future of fashion."
<u>Up-Cycling:</u>	Converting waste materials or useless products into new materials or products of better quality or a higher environmental value.
<u>Re-Cycling</u>	Processing used materials into new products to prevent waste of potentially useful materials while reducing the consumption of fresh raw materials
<u>Free-Cycling</u>	Process of giving away rather than throwing away unwanted items to others instead of disposing of them in landfills. Check out freecycle.com

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- Where did it come from? How did it get here?
- Who made it? What were their working conditions?
- What is its environmental and social impact?
- Who benefits from the purchase? What will it do for me?
- When I'm done with it, where will it go?

Tips for Second Hand Charity Shopping:

- Best buys are gifts, clothes, home wares, kitchenware, books, toys and furniture.
- Don't shop Mondays. Stock gets wiped out over the weekend. Those in the know go Tuesday or Thursday .
- Watch your gift budget plummet! Buy homewares, vases and frames, store them for last minute gifts.
- Keep an open mind. Imagine the item out of the store and in a different setting.
- Get over 'secondhand phobia'. Restaurants and hotels serve you from second hand cutlery and second hand sheets!
- 'Up the hip ante' of dresses by cutting them short and sewing on mismatched patches and buttons.
- Look out for jeans; you'll get great brands, dirt cheap. Cut them into shorts or remake into skirts.
- Every store differs if you don't find what you need, try another. And new stock comes in everyday.

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