

MEDIA RELEASE

Wednesday, 10 April 2019

PHD cleans up Cook Park Beach

PHD business teams spent Friday 29 March cleaning the Cook Park foreshore at Brighton beach as part of an initiative to give back to the community.

“One of our health officers was approached for a suggestion on what corporate organisations can do to give something back to the community.” Mayor Bill Saravinovski said.

“It was suggested they pick up litter on the beach and they did. This is a wonderful example of the cooperation between Council and business organisations.”

As part of the Big Hug on Friday 29 March PHD’s Team Unilever worked alongside Bayside Council to help clean up the beach.

PHD is a global communications planning and media buying agency network delivering smart strategic thinking and creative innovation for the world’s leading brands.

PHD’s Big Hug initiative sees its business teams supporting a range of local causes around Australia while competing to give back to the community.

PHD is not the only organisation working with Council to give back to the community.

Last year one hundred volunteers from Sydney’s corporate community joined forces with Bayside Council and Conservation Volunteers for a World Environment Day event that saw company teams from AMP, Aon, Fuji Xerox, ING Bank, NIB, Origin, Tibra and Ventia Boral Amey Joint Venture competing against each other to plant as many native plants as possible in a two-hour period.

Any organisation looking to doing something similar in Bayside can contact Council’s Customer Relationship Analyst Loraine Want on 9366 3675.

For more information:

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