

Clean Up Australia Day
1 March 2015
Business Clean Up Day
24 February 2015
Schools Clean Up Day
27 February 2015



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IAN KIERNAN CONGRATULATES OVER HALF A MILLION AUSTRALIANS FOR CELEBRATING 25 YEARS WITH ANOTHER FANTASTIC CLEAN UP AUSTRALIA DAY

Sydney, Sunday 1 March 2015: It's official: 25 years on and Clean Up Australia Day is bigger and better than ever thanks to our Clean Up volunteers.

Over 526,268 volunteers have donned their gloves and picked up a bag to remove rubbish from around 6165 sites across the nation. They have once again put themselves in the picture to clean up their local parks, waterways, beaches, sporting fields, bushland and roadways – the local environment that is important to them and their families.

Since the event started 25 years ago Australians have donated more than 28.75 million hours towards caring for the environment through Clean Up Australia Day, removing an estimated 302,213 tonnes of rubbish from more than 151,919 across the country.

Ian Kiernan AO, Chairman and Founder of Clean Up Australia, speaking from the 2015 Clean Up Day headquarters in Sydney, where the inaugural event was born, is passionate and proud of his fellow Australians, "Clean Up Australia Day always makes me so proud to be an Australian. We not only put ourselves in the picture, get involved and get our hands dirty, we are also challenging our governments to implement effective waste management and recycling programs. This is a great community event bringing friends, families, neighbours, team-mates and colleagues together like no other activity. We should all be proud of our outstanding success."

"The support for the event continues to grow across Australia as we become more aware of the importance of protecting our local environment. Early figures predict volunteers will have removed around 13,563 tonnes of rubbish, just the beginning of what is shaping up to be a tremendous effort yet again."

Clean Up Australia Day is made possible every year from support from all sectors of the community – government, councils, corporates, local business and most of all our volunteers who work tirelessly every year to make the event a success.

"As demonstrated again today these volunteers continue to find a staggering number of cigarette butts and recyclables such as glass, plastics and paper continuing to clutter our parks, beaches, waterways and road-sides."

Around 80% of the rubbish removed each year is recyclable.

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“I urge everyone to put themselves in the picture every day by not littering and picking up unsightly rubbish as you go through your day. We all need to take more responsibility for our local environment every day of the year rather than just our national Clean Up day,” said Kiernan.

Working with limited resources, Clean Up Australia is a not-for-profit NGO which relies on corporate sponsors and donors to supply funding and resources and will continue to provide free bags, gloves and other equipment for as long as it has the funds to do so. Donations can be made online www.cleanupaustraliaday.org.au

2015 Preliminary Results @ 1.00pm AEST Sunday 1 March 2015

Registered sites by state + estimated volunteer numbers and rubbish tonnage

	Registered sites	Estimated volunteer numbers	Predicted rubbish tonnage
Australian Capital Territory	99	4,809	217
New South Wales	2563	213,821	5,638
Northern Territory	53	4,701	116
Queensland	1155	88,991	2,541
South Australia	431	26,316	948
Tasmania	216	13,532	475
Victoria	1205	78,304	2,651
Western Australia	443	34,784	974
Estimated totals:	6165	526,268	13,563

-ENDS-

For any further media information or an interview, please contact Tracey Wigg, Gaia Communications on 0419 141 266 Email: tawigg@bigpond.com

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