

Clean Up Australia Day

2 March 2014

Business Clean Up Day

25 February 2014

Schools Clean Up Day

28 February 2014



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Volunteers needed for 2014 Clean Up Australia Day

Put yourself in the picture for Clean Up Australia Day - Sunday 2 March 2014.

2014 Clean Up Australia Day is gearing up to be bigger and better than ever with site registrations coming in thick and fast. In 2013 more than 550,300 volunteers across sites removed an estimated 16,150 tonnes of rubbish from 7,341 sites across Australia.

2014 targets are to increase this by 10% nationally. So there's never been a better time to put yourself in the picture.

"Putting yourself in the picture is as simple as registering your own local site or volunteering to help at an existing site," said Mr Kiernan AO, Chairman and founder of Clean Up Australia..

"We all know there are places in our community that need some attention - our streets, parks, sporting grounds, beaches and waterways - so check to see if they have already been registered for a 2014 Clean Up. Putting yourself in the picture is easy as volunteering to join that site. It's a great way to meet your neighbours!

"And if that important place is not yet registered – it's not too late you take the lead and put yourself into the picture by becoming a site supervisor. Simply register your site, then call on family, friends and neighbours to join you."

"The challenge is over to you. Make 2014 the year you put yourself in the picture."

And if cleaning up isn't your scene, there is another way to put yourself in the picture on Sunday 2 March. Clean Up Australia is inviting **YOU** - individuals, schools and businesses to join them as a community sponsor of Clean Up Australia Day.

All they need is 125,000 Australians to donate just \$2 to show how much YOU care about the environment - it's less than the cost of a cup of coffee.

"We are inviting people to join us in any way you can, whether registering a site, asking your friends to sponsor your site, joining as a volunteer or making a donation to the **YOU** campaign – every one of us can be in the picture in 2014," said Mr Kiernan.

Clean Up Australia is a not-for-profit organisation, which relies on corporate funding and donations from individuals and businesses to mobilise Australians to produce fundamental, positive change. It is not government funded. A tax deductible donation to Clean Up Australia will assist them working with communities to help us all to learn to better live with the challenges that a consumer based society brings.

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- Clean Up Australia Day 2014 is your chance to put yourself in the picture and join the hundreds of thousands of volunteers who will take their white and yellow bags and don their gloves to clean up their local community. Over the last 24 years volunteers have donated more than 26,100,600 million hours towards caring for the environment through Clean Up Australia Day, by removing an estimated 288,650 tonnes of rubbish across the country.

Registrations for 2014 Clean Up Sites are now open. To register go to: cleanupaustaliaday.org.au

-ENDS-

For further media information, interviews and photographs, please contact Tracey Wigg at Gaia Communications on 0419 141 266

CLEAN UP AUSTRALIA DAY 2014

WHAT: Australia's biggest community participation event. Put yourself in the picture and get your Clean Up Team together and register your chosen Clean Up Site or let us know some of the rubbish hotspots in your local area.

WHEN: Clean Up Australia Day – Sunday, 2 March 2014; Business Clean Up Day – Tuesday, 25 February 2014; Schools Clean Up Day – Friday, 28 February 2014.

WHERE: Local rubbish hotspots nationally

WHO: Everyone is welcome – friends, family, kids, community groups, work colleagues, organisations or anyone else.

HOW: Register your Clean Up Site for Clean Up Australia Day 2014 now on www.cleanupaustaliaday.org.au or call 1800 CUA DAY [1800 282 329] for more information.

YOU: To join YOU go to www.cleanup.org.au and follow the prompts to YOU

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