

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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Put yourself in the picture on Clean Up Australia Day 2014

Mark your calendar and muster your friends – the annual Clean Up Australia Day will be on Sunday 2 March 2014.

In 2013 more than 550,300 volunteers across sites removed an estimated 16,150 tonnes of rubbish from 7,341 sites across Australia. As registrations roll in, Clean Up Australia's Chairman and Founder, Ian Kiernan AO, is confident that 2014 will be even bigger.

"2013 saw a 5% increase in community registrations. The 2014 has their sights set on increasing that number by 10%. So look around your local area – your streets, parks, sporting grounds, beaches and waterways to detect the rubbish hotspots that need attention," said Mr Kiernan.

"Then put yourself in the picture, individually or as part of a team. Pull together your family, friends, neighbours and colleagues to register a team in your local suburb or town Clean Up Australia Day is a simple way you can clean up, fix up and conserve our greatest resource – Australia."

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 they 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 centre stage in 2014," said Mr Kiernan.

Clean Up Australia is a non-government funded, not-for-profit organisation, which relies on donations from individuals and businesses to mobilise hundreds of thousands of Australians to produce fundamental, positive change. A donation to Clean Up Australia will assist them working with communities to help us all to learn to live with the challenges that a changing climate brings.

Clean Up Australia Day 2014 is your chance to put yourself in the picture and join 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

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years volunteers have donated more than 25 million hours, removing an estimated 272,500 tonnes of rubbish from more than 137,500 sites across the country.

Registrations for 2014 Clean Up Sites are now open. To register go to: cleanupaustraliaday.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 2013

WHAT: Australia's biggest community participation event. Be a good sport 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 and local rubbish hotspots for Clean Up Australia Day 2014 now on www.cleanup.org.au or call 1800 CUA DAY for more information.

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

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