

## 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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## SYDNEY MEDIA ALERT

Ian Kiernan celebrates 25<sup>th</sup> Anniversary of Clean Up Sydney Harbour  
on Friday 21 February 2014

### SYDNEY, FRIDAY 21 FEBRUARY 2014

#### **When: Sydney, Friday 21 February 2014**

**What:** Twenty five years ago **Ian Kiernan AO**, after sailing solo around the world and seeing the pollution and rubbish in what should have been pristine oceans, had a simple idea to make a difference in his own backyard - Sydney Harbour.

That first year more than 40,000 Sydney-siders donated their time and energy to clean up the harbour. Rusted car bodies, plastics of all kinds, glass bottles and cigarette butts were removed by the tonne during that first event.

The idea of a Clean Up Day ignited an enthusiasm and desire among the community to get involved and make a difference to their local environment themselves.

Clean Up Australia Day was born the following year, Ian and his committee believing that if a capital city could be mobilised into action, then so could the whole nation.

Almost 300,000 volunteers turned out on the first Clean Up Australia Day in 1990 and that involvement has steadily increased ever since with millions of Australians volunteering over the 24 years and removing over 288,650 tonnes of rubbish.

Since then Clean Up Australia has evolved into an organisation that works with the community, government and business to provide practical solutions to help us all live more sustainably every day of the year.

Many things have changed over the 25 years:

- 25 years ago raw sewerage was spilling into some of our beaches
- 25 years ago we never saw dolphins and whales in the harbour; now we do
- In 2013 more than 550,300 volunteers across 7,341 sites removed an estimated 16, 150 tonnes of rubbish across Australia.
- 80% of the rubbish removed on Clean Up Australia Day is recyclable.
- Plastic is the most common type of material removed on Clean Up Australia Day; and cigarette butts the most common item.
- Since the national event started in 1990 Australians 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.

**When: Ian will be available in Sydney to do media interviews by appointment on Friday and over the weekend**

**Who: Ian Kiernan AO, Chairman and founder, Clean Up Australia**

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

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