

Clean Up Australia Day
4 March 2012
Business Clean Up Day
28 February 2012
Schools Clean Up Day
2 March 2012



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Media Release

<insert date>

Council calls for help to Clean Up <insert town/city>

The race is on to register Clean Up sites for 2012. Mark your calendar – the annual Clean Up Australia Day will be 4 March 2012 and the Clean Up Team has their sights set on increasing the number of site registrations.

This year, <insert council name> is cleaning up <insert site(s) location(s)> because <insert description of site(s)>. All local residents are encouraged to come down and lend a hand.

In <insert local area>, Clean Up Australia Chairman Ian Kiernan AO is encouraging everyone to do their bit towards protecting their local environment.

“We’re urging all Australians to take notice of clean up hotspots in your local area and let us know where they are - whether you can help out on the Day or not,” said Mr Kiernan. “Your local park, waterways, beaches, road sides or back alleys are key areas and we are asking you to join the team by letting us know where these areas are.”

“Everyone can do their bit for Australia, individually or as part of a team. Clean Up Australia Day is a simple way you can clean up, fix up and conserve our greatest resource – Australia.”

“Think of the places that are important to you – your local park, sporting fields, beaches, walking tracks, neighbourhood streets and bike ways – and pull together your own team to join Team Clean Up.”

Registrations are now open to join Team Clean Up in 2012. To register go to: <http://www.cleanupaustraliaday.org.au> or call 1800 CUA DAY (1800 282 329).

“Clean Up Australia Day is the perfect opportunity for everyone to come together and help clean up our local parks and waterways and think about how we can reduce our impact on the environment,” said <name of spokesperson>.

“It’s not too late to get involved, simply go to www.cleanupaustraliaday.org.au to register a Clean Up Site online, find a local site where you can register as a volunteer or simply turn up at <enter site location> on the Day and register as a volunteer.”

<Insert Council> has organised local Clean Up Australia Sites at <insert location, address and time>. You can register your own Clean Up Site or search and find a local site and then register to volunteer online or simply turn up at <insert location> on the day with gloves, a hat, sturdy shoes, sunglasses and sunscreen.

To register a Clean Up Site simply visit www.cleanupaustraliaday.org.au or call 1800 CUA DAY (1800 282 329).

Media Enquiries: <Insert name and contact details>

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