

**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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## Registrations now open to register for Business Clean Up Day

**13 January, 2012**

**The race is on to register Business Clean Up sites for 2012 to green up and clean up your business.** Mark your calendar – the annual Business Clean Up Day will be 28 February 2012 and the Clean Up Team has their sights set on increasing the number of business site registrations.

In 2011, 337 businesses across Australia took part in Business Clean Up Day. Together with communities and schools Australian businesses helped to remove over 16,500 tonnes of rubbish right across Australia.

By taking part, businesses are inspired to work towards improving their environmental impact. Some businesses also took the opportunity to clean up their own place of business and introduce some environmentally friendly initiatives including recycling, changing to recycled paper and introducing worm farms.

Clean Up Australia's Chairman and Founder, Ian Kiernan AO, is confident that as businesses throughout Australia become increasingly environmentally responsible the 2012 event will be even bigger.

"We're urging all Australians businesses to work together to clean up the environment or introduce more environmentally friendly policies in their own work environment," said Mr Kiernan. "Pull together as a team and help clean up your local park, waterways, beaches or even your own workplace. It's a great team building experience to work together and see the positive results that Business Clean Up Day can achieve."

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

In 2012 an exciting new initiative, the Clean Up Australia Business Circle has been launched exclusively for businesses who take part in Business Clean Up Day. It hosts tips and tricks for making the most out of your Clean Up Day, information on greening your office, opportunities to network with other businesses and online access to materials for Business Clean Up.

"We are dedicated to encouraging the Australian business community to become more environmentally responsible. Exclusively for our members the new Clean Up Australia Business Circle will provide the opportunity for businesses to share their environmental tips and successes with each other. Business can also do their bit for the environment by making a donation to Clean Up Australia, and helping us continue our work" said Mr Kiernan.

Registrations for Business Clean Up Sites are now open. To register go to: [cleanupaustaliaday.org.au](http://cleanupaustaliaday.org.au)

### **BUSINESS CLEAN UP DAY 2012**

**WHAT:** The opportunity for Australian businesses to take part in the nation's largest community event, get a Clean Up Team together and register a Business Clean Up Site or green up and clean up their own place of business. Participating businesses pay \$150, which covers the cost of the Business Clean Up Kit and access to our new Clean Up Australia Business Circle.

**CLEAN UP AUSTRALIA BUSINESS CIRCLE:** A new LinkedIn Group developed exclusively for Business Clean Up Australia Day participants to access tips and tricks for making the most out of your Clean Up.

**WHEN:** Business Clean Up Day – Tuesday, 28 February 2012

**WHERE:** Businesses of all sizes across Australia

**WHO:** All businesses are encouraged to take part - work places and other organisations.

**HOW TO ORGANISE A BUSINESS CLEAN UP SITE:** Select a site in your area that you think needs cleaning up. Register your Business Clean Up Site online at [www.cleanupaustaliaday.org.au](http://www.cleanupaustaliaday.org.au) or call 1800 CUA DAY for more information; receive a Clean Up Kit; promote your Clean Up Site within your office to attract volunteers and don't forget to have fun on the day.

-ENDS-

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

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**Website:** [www.cleanup.com.au](http://www.cleanup.com.au) | **Email:** [cleanup@cleanup.com.au](mailto:cleanup@cleanup.com.au) | **Phone:** 1800 CUA DAY or 1800 282 329 | **Fax:** (02) 9251 6249  
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