

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



Major Sponsors



Clean Up Australia Day 2012

MEDIA BACKGROUNDER

Background

In 1989, 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.

Clean Up Sydney Harbour Day in 1989 received enormous public response with more than 40,000 Sydney-siders donating 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.

The idea of a clean up day had ignited an enthusiasm and desire among the community to get involved and make a difference to their local environment themselves.

The next year Clean Up Australia Day was born. Ian and his committee believed 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 22 years and collecting over 237,500 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.

Statistics

- In 2011 more than 565,510 volunteers across 7,400 sites removed an estimated 16,464 tonnes of rubbish across Australia.
- 80% of the rubbish collected on Clean Up Australia Day is recyclable.
- Cigarette butts make up the largest percentage of a single item collected on Clean Up Australia Day.
- Since the event started Australians have devoted more than 24 million hours towards caring for the environment through Clean Up Australia day and collected over 237,500 tonnes of rubbish.

Clean Up Australia Day 2012

WHAT: Australia's biggest community participation event. 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, 4 March 2012; Business Clean Up Day – Tuesday, 28 February 2012; Schools Clean Up Day – Friday, 2 March 2012.

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 2012 now on www.cleanup.org.au or call 1800 CUA DAY for more information.

Interview opportunities

Clean Up Australia Chairman and Founder, Ian Kiernan is available for interviews and comment on the event and environmental issues.

For more information contact Tracey Wigg at Gaia Communications on 0419 141 266

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Suppliers



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