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Community Clean Up Press Release

MEDIA RELEASE

[GROUP NAME] are joining together with New Zealand's longest standing environmental charity, Keep New Zealand Beautiful, to clean up [NAME OF TOWN].

You can take part in cleaning up your local community by joining [GROUP NAME] at [LOCATION] on [DATE] at [TIME]. This is a community event with anyone from the [AREA] area able to join in by registering online at www.knzb.org.nz or by contacting [GROUP NAME] directly.

Keep New Zealand Beautiful CEO Heather Saunderson says, "Community clean up initiatives like this are so important and empower New Zealanders to actively participate in keeping their communities clean, safe and beautiful. Being clean and green is not only vital for our own health, but also for that of our natural environment and its ecosystems. Our volunteers are committed to making a difference and protecting our environment for future generations."

Keep New Zealand Beautiful wants Kiwis to get involved and 'Do The Right Thing' when it comes to litter. According to National Geographic, it is estimated that 80% of the litter and pollution found in our oceans and waterways comes from land, with the United Nations estimating that there are 46,000 pieces of plastic in every square mile of the ocean.

Every year Keep New Zealand Beautiful encourages individuals, businesses, schools and community groups across the country to host local events to clean up their little part of Aotearoa. During Keep New Zealand Beautiful's annual Clean Up Week in 2020, 57,936 volunteers took part which equates to \$2,050,934 worth of community contribution, 115,872 hours of people power and 34,051,800 m² of land mass covered.

(QUOTE FROM EVENT ORGANISER)

Participants are encouraged to create their own reusable and sustainable clean up kits for this event by using buckets, gardening gloves, or reusable bags. However, clean up kits can be made available on request for those who don't have access to their own clean up materials.

To join in the event, please contact [NAME OF ORGANISER] at [ORGANISER EMAIL].

For more information on Keep New Zealand Beautiful, or to organise your own clean up event, please visit www.knzb.org.nz.

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