



# CLEAN FOR THE QUEEN

13.11.15

## **A million people give a royal wave goodbye to litter! Friday 4 to Sunday 6 March 2016**

As part of The Queen's 90<sup>th</sup> birthday celebrations, the Clean for The Queen campaign aims to inspire a million people to make the places where they live more beautiful by removing litter. To our knowledge, this will be the largest community-inspired and driven action against litter that there has ever been.

Clean for The Queen is the first time that all the major litter organisations from across the UK have united behind a single campaign. We all want to reclaim our beautiful countryside, our fabulous cities, our world class parks, our wonderful beaches and waterways from the blight of litter. We all hope that Clean for The Queen activities will leave a lasting legacy by encouraging more people to reduce their litter habit and to allow us all to live more sustainably.

We are asking individuals and organisations to help us both by spreading the word about the campaign and by organising litter events themselves that take place between Friday 4 and Sunday 6 March 2016. We want this long weekend to be the most monumental of all litter actions with over 50,000 clear-ups throughout the UK.

A million people need motivating! Can you please let me know if we can count on your support?

**Join in! Register at [www.cleanforthequeen.co.uk](http://www.cleanforthequeen.co.uk)**

**Adrian Evans LVO**, Campaign Director

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## We want you to:

- ✓ Firstly, please register your interest online at [www.cleanforthequeen.co.uk](http://www.cleanforthequeen.co.uk) (when you register you will automatically receive our e-newsletters).
- ✓ Organise your own clean up events over the long weekend **Friday 4<sup>th</sup> to Sunday 6<sup>th</sup> March 2016** (we also welcome clean-ups in the run up to the weekend and we will count these participants towards our target figure). Please note that it is your responsibility to obtain any appropriate permissions, licenses and insurances to carry out your event.
- ✓ Encourage others to participate in your own events or organise their own litter clean-ups
- ✓ Register your events on our registration website (available from the 3rd December) to let us know what you are planning
- ✓ Spread word of the campaign through any and all means - feel free to use our logo for Clean for The Queen related communication
- ✓ Use the hashtag #CleanforTheQueen in your social media posts - we will look out for your posts and share and/or retweet where we can
- ✓ Provide us with interesting content and hashtags that you would like us to share on social media

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## How we will support you:

- ✓ We will provide you with free branded Clean for The Queen rubbish sacks. We hope these will be available via branches well known high street retailers. We will let you know more about this offer and the date from which the bags will be available via our e-newsletters.
- ✓ We are also putting together a package of other clean up materials to assist you in carrying out your event. Clearly, with so many participants we are unable to provide these for free, but we've worked hard to bring these to you at reasonable rates. Materials available will include gloves, Clean for The Queen branded high-viz tabards, branded t-shirts and branded litter-pickers. We will let you know more about these offers via our e-newsletters.
- ✓ We will be running several competitions during the course of the campaign – with winners receiving free kit and more! Make sure you look out for information in our e-newsletters.
- ✓ We will provide you with advice on where you can borrow litter-pickers and other equipment locally. Once again, this advice will reach you via our e-newsletters.
- ✓ We will provide downloadable Clean for The Queen posters to help you advertise your litter event.
- ✓ We will provide you with some of the digital artwork and logos so that you can produce your own branded materials should you wish to.
- ✓ We will provide a downloadable advice sheet with health & safety tips to help you organise your litter event.
- ✓ We will work hard to make sure your event is recognised by promoting it to the media and via our own website and social media platforms



Join us!



SIGRID RAUSING TRUST

COUNTRY LIFE

