

Clean Up press release template

The following press release templates are for you to use to promote your event. There is a:

1. Pre-event release which you can send to the local media to use to call out for volunteers and to promote your event
2. Photo call & media invite to issue to the local media
3. Post event release to send to local media to shout about your achievements and to encourage others to organise their own Clean Up events.

Remember that local media are always on the lookout for stories and quirky photos so it is well worth sending these to them.

1. PRE EVENT PRESS RELEASE

For immediate use - <date>

Clean Up planned for <<insert location>>

Local people join together to help keep Scotland beautiful

A group of <<insert type of group e.g. local residents, school pupils etc>> is to take part in an important community initiative to Clean Up <<insert clean up location>>.

<<insert group name>> organised the litter Clean Up under the banner of the nationwide Clean Up Scotland campaign, which is run by environmental charity Keep Scotland Beautiful. <<Insert number of people>> are expected to take part in the event.

Commenting ahead of the Clean Up, <<insert name>> appealed for more supporters to come forward to help, and outlined his/her plans for the event.

Date: <<insert date>>

Time: <<insert time>>

Location: <<insert location>>

<<Insert name>> **said:** <<insert quote of your own, or suggested one below>>

"Litter blights our landscape. The impact is not only visual – it reduces pride in our area and studies have shown that messy places can increase fear of crime and affect our health."

“It also costs us all a lot of money – the Council has to spend our council tax money cleaning up after irresponsible people, and we’d rather this money went on other services or stayed in our pockets!”

Derek Robertson, Chief Executive of Keep Scotland Beautiful, said:

“<<insert group name>> is to be commended for the difference it is making to <<insert location>>. The members take great pride in their surroundings and people like them are the foundation of our Clean Up Scotland campaign.

“At Keep Scotland Beautiful we want to make Scotland clean, green and more sustainable. <<insert group name>> are doing a fantastic job to help us achieve this goal.”

ENDS

Notes to editors

1. **Keep Scotland Beautiful** is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people’s lives and the places they care for. We are committed to making Scotland clean, green and more sustainable.
2. **Clean Up Scotland** is the national campaign building community pride and making Scotland the cleanest country in Europe. For more information about the campaign please visit www.keepsotlandbeautiful.org/cleanupscotland
3. **Media enquiries** to Keep Scotland Beautiful on 01786 477 187.

2. PHOTOCALL AND MEDIA INVITE

Local people help Clean Up **<INSERT LOCATION>**

A group of *<insert type of group e.g. local residents, school pupils etc>* has organised an event to clean up *<insert clean up location>*.

<Group name> has organised the Clean Up under the banner of the nationwide Clean Up Scotland campaign, which is run by the independent charity Keep Scotland Beautiful. *<Number of people>* are expected to take part in the event.

Date: *<insert date>*
Time: *<insert time>*
Location: *<insert location>*
Contact name: *<insert group contact name>*
Contact number: *<insert contact's mobile phone number>*

Photographers and reporters are invited to attend.

ENDS

NOTES TO EDITORS

1. **Keep Scotland Beautiful** Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and more sustainable.
2. **Clean Up Scotland** is the mass engagement campaign building community pride and making Scotland the cleanest country in Europe. Assembling a national coalition of support challenging individuals and organisations to take responsibility for the quality of their environment, the Clean Up Scotland campaign leads community activities in tackling the carelessness and illegal behaviour of those individuals who damage our quality of life and tarnish the country's image.
3. **More information** can be found at www.keepsotlandbeautiful.org/cleanupscotland, and the pledge can be signed at www.cleanupscotland.com/pledge

3. POST EVENT PRESS RELEASE

For immediate use - <date>

Volunteer Clean Up transforms <<insert location>>

Local people help keep Scotland beautiful

A group of <<insert group type ie local residents, school pupils etc>> have given their time to conduct a major Clean Up of <<insert clean up location>>.

<<Number of people>> took part, collecting <<insert no of bags of litter, any unusual items etc collected>> and remove it from <<insert location>>.

<<insert group name>> participated in the Clean Up as part of the nationwide Clean Up Scotland campaign, which is run by Keep Scotland Beautiful, the charity for Scotland's environment.

Commenting after the event, which took place on <<insert day/date of clean up>>, <<insert contact name>> said:

"We're delighted to have been able to make a real difference to <<insert location of clean up>>. Not only did it leave us with a great deal of satisfaction that we were able to help our community, but it was great fun! I'd recommend it to anyone.

"What we want to see now is that <<insert location>> stays in the condition in which we left it. Selfish, and thoughtless behaviour costs local authorities more than £1 million a week to deal with and we want the small minority who litter and allow their dogs to foul to change their behaviour."

Derek Robertson, Chief Executive of Keep Scotland Beautiful, said:

"<<insert group name>> is to be commended for the difference it's members have made to <<insert location>>. They take great pride in their surroundings and people like them are the foundation of our Clean Up Scotland campaign.

"Keep Scotland Beautiful aims to make Scotland clean, green and more sustainable. By joining more than 620,000 others to take Clean Up action <<insert group name>> members are doing a fantastic job to help us achieve this goal."

ENDS

Notes to editors

1. A photograph of the Clean Up event is attached (*remember to name check those in the photo if fewer than five people and remove this line if not sending a photo*).
2. **Keep Scotland Beautiful** is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and more sustainable
3. **Clean Up Scotland** is the mass-engagement campaign that is working to make Scotland the cleanest country in Europe. For more information about the campaign please visit www.keepsotlandbeautiful.org/cleanupscotland or take the pledge at www.cleanupscotland.com/pledge
4. **Media enquiries** to Keep Scotland Beautiful on 01786 477 187.