



## STEP UP TO CLEAN UP ON CLEAN UP AUSTRALIA DAY 2021

Registrations for Australia's largest community-based environmental event, Clean Up Australia Day (Sunday 7 March 2021), are open at [cleanup.org.au](http://cleanup.org.au).

There has never been a better time to tackle the surge\* in single use disposable items, such as takeaway coffee cups, food packaging, masks, and sanitised wipes; all of which are polluting our local parks, bushland, streets, waterways, and beaches.

In fact, research reveals\* more than 1 in 3 (34%) Australian households self-identified as producing more packaging waste during lockdown periods in 2020 compared to previous years, and more than 1 in 2 (55%) reported they are now more concerned about product packaging waste than they were in 2019.

Clean Up Australia Chairman, Pip Kiernan, says now is the time for all Australians to Step Up to Clean Up, to help protect and conserve their local environments.

"Last year saw immense disruption to our lives, not least of all to our local environments which have been impacted by increased uptake of single-use, disposable items," said Ms Kiernan.

"We know Australians everywhere are itching to get involved and now is their chance to officially register for Clean Up Australia Day 2021. Indeed, it's never been more important to get involved and make a real difference.

"Whether you are a first-time volunteer or a more seasoned Clean Up Champion looking to get involved, now is the time for you to register your involvement at [cleanup.org.au](http://cleanup.org.au)," added Ms Kiernan.

Please find full event blurb as follows:

### *EVENT DETAILS*

#### **WHO:**

Australians of all ages, community groups, local schools and businesses of all sizes are open to register.

#### **WHAT:**

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Clean Up Australia Day, Australia's largest community-based environmental event, are encouraging Aussie locals, schools, and businesses to Step Up to Clean Up this year to help protect and conserve their local environments.

**WHEN:**

- Business Clean Up Day – Tuesday 2 March 2021
- Schools Clean Up Day – Friday 5 March 2021
- Clean Up Australia Day – Sunday 7 March 2021

**WHERE:**

In your local area. Register at [cleanup.org.au](http://cleanup.org.au)

**COST:**

Free

**ENDS.**

**Tags and information:**

Tag: @cleanupaustralia

Hashtags: #CleanUpAustralia #CleanUpAustraliaDay #StepUptoCleanUp

URL: [cleanup.org.au](http://cleanup.org.au)

**About Clean Up Australia**

Founded by Ian Kiernan, AO, Clean Up Australia is the nation's largest community-based environmental event and one of the country's most recognised and trusted environmental organisations, inspiring and empowering communities to clean up, fix up and conserve our environment. More than 18.3 million Australians have participated in a Clean Up activity over the past 30 years and over that time 36 million hours of volunteer time have been donated to Clean Up activities benefiting our environment.

Over the past three decades, Clean Up Australia has evolved into an organisation that works with community, government and businesses to provide practical solutions to help Australians all live more sustainably every day of the year. Today the organisation's focus is as much on preventing rubbish entering our environment as it is removing what has already accumulated.

*\* Quantum Market Research, Pact Group Community Attitudes to Waste and Recycling Report, July 2020*

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