

Be a campaigner



Or insert your own logo

For Immediate Release

OR

Embargo

Not for publication before

00:01 hrs <date>

TAKE ACTION – STOP THE DROP WITH CPRE

How wonderful, finally the weather is getting warmer and it's time to get back into the great outdoors. Just imagine: you are walking in one of your favourite beauty spots **<name local beauty spot>**, your heart lifting as you see that spring has sprung. The sky is blue, the birds are singing, the air is fresh and all you can see for miles ahead are the familiar views and contours you have grown to love.

But hold on – what's this you've just stepped on? A plastic bottle, its contents long gone. Then you spot a carrier bag flapping in the hedgerow. Some old soft drink cans nestling in a clump of grass. Suddenly, instead of a nature trail, your local habitat has been invaded by an ugly trail of litter. **<Insert local statistics here>**

Along with many others, you feel strongly about this – but what are you going to do about it? Of course, you could pick up the litter. But there is so much – how are you supposed to pick it all up by yourself? Who is responsible for litter in the countryside? And how will the powers that be find out about all this mess?

Thanks to the Campaign to Protect Rural England (CPRE) [1], there is now something that we can all do. On 16 April, CPRE launched *Stop the Drop* [2], an ambitious new three-year anti-litter and fly-tipping campaign. The aim of the campaign is to highlight the impact that litter has on the beauty of our countryside and encourage people to demand better and more concerted action on litter and fly-tipping from local authorities, the Government and other responsible bodies.

The campaign website www.cpre.org.uk contains all the campaign information, links and actions you need for reporting litter or demanding clean-up action from the relevant authorities. The website also hosts a community site called litteraction, for anyone to find out about tackling litter and fly-tipping in their area – either through community clean-ups or through local education activities. Plus, anyone interested in supporting *Stop the Drop* can add their name to the supporters' pledge, helping CPRE demonstrate to the Government, and other authorities, the strength of support behind the campaign.

One of the most effective ways of taking practical action is by emailing and writing to the relevant authorities to demand clean-up action. **<Insert local authority information here, along with any details of problem sites, and local planned activities>**

News Release

Date

<date>

You can include information about your local group here

Whatever you do, you will be raising the issue locally and, with the help of <CPRE X-shire>, can really make a difference. As CPRE president Bill Bryson says: 'The survival of English landscapes has owed everything to the character of the English people and their love of the outdoors. It is vital that we keep up the fight to protect the countryside, so please look at the website and help us take action on your patch.'

NOTES FOR EDITORS

1. CPRE, the Campaign to Protect Rural England, is a charity which promotes the beauty, tranquillity and diversity of rural England. We advocate positive solutions for the long-term future of the countryside. Founded in 1926, we have 60,000 supporters and a branch in every county. President: Bill Bryson Patron: Her Majesty The Queen. www.cpre.org.uk
2. *Stop the Drop* was launched by CPRE on 16 April 2008. Full campaign information and materials are available at www.cpre.org.uk; including an introduction and video footage from Bill Bryson's litter pick in Durham. Details of how to contact litter authorities, posters, postcards, case studies, information about how to spread the word, take practical action and be a campaigner locally are all available online

FOR FURTHER INFORMATION

Include your phone number here and make sure you can be reached at any time – day or evening.