

Take practical action



Or insert your own logo

For Immediate Release

OR

Embargo

Not for publication before

00:01 hrs <date>

PRETTY. AMAZING.

That's the verdict of <CPRE X-shire> on the incredible difference everyone made to <insert location> by clearing it of litter during a recent community clean-up day. <Insert details of the day: when, where, how many people came, the amount of litter found, what was achieved, including before and after pictures, etc>.

The community clean-up day was organised by <CPRE X-shire> as part of *Stop the Drop* [2], an ambitious new three-year campaign aimed at tackling today's rising tide of litter and fly-tipping in rural areas. The aim of the campaign is to highlight the impact that litter has on the beauty of our countryside, and to encourage people to demand better and more concentrated action on litter and fly-tipping from local authorities, central government and other groups.

Delighted by achievements of the community clean-up day and general public support for the campaign, Bill Bryson, CPRE President, said: 'The survival of English landscapes has owed everything to the character of the people who live in and use them, and their unique love of the outdoors. I am honoured and grateful that so many people supported this event. Thanks to them, we are able to keep up the fight to protect the countryside. A tidy countryside should be a right, not a surprise, and with continued support, we can try to make England's countryside what most of us want it to be – a place of cherished beauty and sometimes utter perfection.'

The problem of litter is huge, and growing. In the UK, an estimated 25 million tonnes a year are dropped – almost entirely made up of food and drink packaging. This is as heavy as 62,500 jumbo jets. And the amount of litter dropped yearly in the UK has increased by 500% since the 1960s [3]. Statistics around fly-tipping are just as shocking: there were 2.6 million incidents in England in 2006-7 – up 5% on the previous year [4].

Clearing up litter and fly-tipping costs us over £600 million each year and ruins the appearance of too much of our countryside. Everyone who cares about the countryside is being encouraged to help CPRE *Stop the Drop* through getting involved in the campaign by:

- going to the campaign website, www.cpre.org.uk to find out more;
- joining a clean-up day in their local area; and
- emailing and writing to the relevant authorities to demand clean-up action.

If you would like to do something about litter in your local area, why not join <CPRE X-shire's> next clean-up day. <Add details of what, when, where, what to bring, contact details etc here>.

News Release

Date

<date>

You can include
information about
your local group
here

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
3. According to data from the Highways Agency – see www.highways.gov.uk/knowledge/12043.aspx
4. Local authority performance results on litter and fly-tipping are available at www.cpre.org.uk

FOR FURTHER INFORMATION

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