

Householders' Options to Protect the Environment Inc.

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MEDIA RELEASE

World Cleanup Day, 15 September 2018

Defined as 'the biggest civic action in history', World Cleanup Day (WCD) is the greatest opportunity to have a direct impact in preserving the environment.

WCD is an initiative that involves 150 countries and millions of volunteers worldwide. It has many different partners ranging from private companies, to governmental and non-governmental organisations. Among their supporters there is also the United Nations and Dame Jane Goodall, the famous anthropologist and primatologist well-known for her studies on primates and environment, and for her advocacy for environmental preservation.

'Already 17million caring people have joined the movement, cleaning up more than 500,000 tonnes of garbage in over 100 countries - saving lives, improving health and reducing costs' (WCD 2018).

Australia is among the countries participating in this event with its own 'Team Australia'. This year, two celebrated persons have joined to the WCD2018 Team Australia:

- Judie (Jaz) Stephens OAM, a self-funded campaigner for important community and national causes.
- Rob Curnow, joint author of the incredibly popular book 'Litter-ology'.

They both actively promote WCD2018 through initiatives to raise the awareness on this event.

How to get involved?

The easiest way to start is to download the World Cleanup App, which has two main purposes:

- Mapping waste: To collect data that it will be utilised and visualised on the global trash map to create worldwide clean-up events.
- Join or create your own initiative: set up your event and invite people to join or join one of the existing teams in your area (or wherever you want) to help clean up the world, on 15th of September.

So, do not wait: contact your friends, family, and colleagues to join and make a real difference for Australia and the World.

For more information: <https://worldcleanupday.org/> | Team Australia: www.wcd2018teamaustralia.com | Link to download app: <https://worldcleanupday.org/get-the-app/>

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(Written by Alessio Claudi, HOPE volunteer (Qld))