

From: Keep Britain Tidy

Sent: 24 March 2021 19:48

Subject: It's time to engage your communities in the Great British Spring Clean

The Great British Spring Clean 2021 has
launched

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THE GREAT BRITISH SPRING CLEAN 2021 HAS NOW LAUNCHED

Hello,

We are pleased to announce the launch of the **2021 Great British Spring Clean** campaign, which went live in the Daily Mail on Saturday.

This year, we want #LitterHeroes across the country to get outside and get active and help us on our mission to clean up a million miles of UK streets, coastline, parks, footpaths and neighborhoods.

And to do this, we need your help!

Please let us know if your Town or Parish Council will be joining us by filling in this [short survey](#).

[LET US KNOW IF YOU WILL TAKE PART!](#)

Help us spread the word

We have developed a handy pack of assets and resources to help you engage local communities in the campaign. This includes a press release, assets for social media and key messages.

[DOWNLOAD YOUR RESOURCES PACK NOW!](#)

Getting Involved

This year, supporters can join us by again making a simple [pledge](#) and let us know how many minutes they'll clean-up for during the campaign (**28 May – 13 June 2021**).

We'll convert those minutes to miles with the hope that, come summer, we can all enjoy a cleaner, greener, litter-free environment.

People can pledge as an [individual](#) or as a [group](#), ensuring they follow the latest Covid-19 guidance about group gatherings outdoors. On our site, we have all the latest safety advice and information.

[MAKE YOUR PLEDGE TODAY](#)

Keep Britain Tidy Charity Webshop

We are delighted to announce the launch of our new charity webshop.

All our high-quality litter-picking equipment is made by our partner Helping Hand Environmental in Britain. Profits will go back towards supporting our charitable aims and, what's more, all our products are packaged in recyclable materials, so you can rest easy knowing you've made the best decision for the environment.

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