

KEEP BRITAIN TIDY NEWS RELEASE

Keep Britain Tidy and Walking with the Wounded announce exciting new charity partnership

29th March 2018

Two charities – Keep Britain Tidy and Walking with the Wounded – are joining forces to support veterans and improve the environment on people’s doorsteps with the creation of the Litter Force.

The partnership was launched in Manchester with a litter-pick that involved a group of the veterans.

A pilot project in the city will see Keep Britain Tidy working with veterans, providing them with supported volunteering opportunities in the communities where they live. Using skills developed in the military – planning, co-ordination and communication – the ambition for this Litter Force is that they will work with businesses, councils and communities to organise and manage litterpicks in those communities, creating a better environment for everyone.

Keep Britain Tidy Chief Executive Allison Ogden-Newton said: “We have seen in the past few weeks that we have 400,000 #LitterHeroes out there who are willing to take action and clean up the country. We are delighted to be working with Walking with the Wounded and with their support and that of the Litter Force, this movement will be unstoppable.”

Walking with the Wounded Director **Gary Lamb** said “We are very pleased to have become a partner of Keep Britain Tidy, we hope that this partnership will be one that will assist in keeping the streets and communities litter free. It is also a great opportunity for veterans of HM Forces to get involved and develop projects in relation to volunteering and employment”

- Ends -

Notes to Editors

Keep Britain Tidy is a leading environmental charity that cares for the environment on your doorstep. We work to eliminate littering, reduce waste and improve public space. We run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and campaigns visit www.keepbritaintidy.org.

Press enquiries

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Keep Britain Tidy has ISDN radio facilities for interviews

ISDN: 01942 322178

Please contact the press office in advance to make arrangements