



PRESS RELEASE

FOR IMMEDIATE RELEASE

CHARITIES ACROSS THE UK TEAM UP TO LAUNCH THE 'DONATE, DON'T WASTE' CAMPAIGN

For the first time ever, 5000 charity shops, supported by the Association of Charity Shops, have teamed up to urge people to donate *all* the clothes in the backs of their wardrobes to help raise funds for good causes, and not throw any clothes away.

As well as raising money for charity, the 'Donate, Don't Waste' campaign, which launches on February 22nd and has 100 charities taking part, also raises awareness of the environmental benefits of giving unwanted items to charity shops. Throwing away any item of clothing increases landfill waste. If each household in the UK donated only one extra black bag of clothing, we could save 25 million bags from ending up in landfill and raise over £740 million for charity.

TV presenter Zoe Salmon is backing the campaign. She said:

"Now is a great time to have a spring-clean of your wardrobe and in the spirit of the 'Donate, Don't Waste' campaign, take everything you don't wear any more to your nearest charity shop. A good clear out always helps me see what I actually have to wear!"

Chris Tarrant is also supporting the campaign. He said:

"Charity shops urgently need items to sell. How many items have you got that don't fit or don't suit you any more? Well, don't chuck them – put them to good use. Give all your unwanted clothes to charity shops and even those that can't go on the shop floor can be sold to textile merchants to raise money for good causes."

'Donate, Don't Waste' encourages people to think again about what they do with their unwanted clothes – and instead of leaving them gathering dust or dumping them in the bin, asks them to take the items along to a charity shop. Clothes which cannot be sold in-store can be sold to textile merchants to raise money for good causes.

Warren Alexander, Chief Executive of the Association of Charity Shops, said:

“Charity shops across the country have teamed up for this campaign. Almost all clothes donated can help charity shops, whether it’s Prada or Primark. I urge everyone to support this important campaign and help charity shops raise millions of pounds for charity.”

Charities Minister Angela Smith MP added:

"Giving clothing and goods to charities is a great way to help people who are in need and charities really benefit from your donations. But once you have cleared out your wardrobe make sure your donation is going to a genuine charity.

"Last week I launched the Give with Care campaign to raise awareness that charities are losing substantial sums of money to anonymous 'bogus' collectors who mislead donors into thinking they are charities. Please give generously and make sure it's to a valid cause."

The 'Donate, Don't Waste' campaign is being supported by 100 charities across the country. Charities taking part include British Heart Foundation, Cancer Research UK, The Children's Society, Oxfam, PDSA and others.

People can visit www.charityshops.org.uk for more information.

Ends

Warren Alexander, Chief Executive of The Association of Charity Shops, is available for media interviews. For interview requests and any more information please contact David Moir at the Association on 020 7255 4483, david@charityshops.org.uk

Notes to editors:

1. In 2009, the Association of Charity Shops represented 300 charities which, together, operate 6,800 shops in the UK
2. This year, they will raise more than £120m for vital charitable causes
3. More than 80% of charity shop income derives from sales of donated goods
4. Sales alone of textiles in charity shops prevents about 2.5mt of CO₂e from being emitted, based on a carbon dioxide saving of 33kg/kg from reuse compared to disposal. Recycling of other textiles from charity shops also has a significant carbon saving
5. Information about the Give with Care campaign and top tips on how to check that the leaflets coming through your letter box are from a genuine charity can be found at http://www.cabinetoffice.gov.uk/third_sector.aspx

Attachment: Donate, Don't Waste poster