



PRESS RELEASE
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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 Chris Tarrant is 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.”

The ‘Donate, Don’t Waste’ campaign is being supported by 100 charities across the country.

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 interview.

For interview requests and any more information please contact Abby Lenehan, Press and PR, Cancer Research UK at abby.lenehan@cancer.org.uk; 0207 061 8492

Notes to editors:

The Association of Charity Shops

1. In 2009, the Association of Charity Shops represents 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 carbon saving

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