



EAST RENFREWSHIRE! NEW 2014/2015 COLLECTION CALENDARS IN SUPPORT OF MACMILLAN CANCER SUPPORT

In the nine months since Clothes Aid launched a **Macmillan Cancer Support** Kerbside Textile Collections service in East Renfrewshire local residents have been donating their unwanted household things in abundance through the **Bags of Support** Campaign. As a result Clothes Aid has been able to collect over 64,000 items, that's over 16 tonnes – enough to stretch past the length of the Loch Long in Argyll, which is 30 kilometres long. These donations have raised much needed funds for Macmillan, helping them ensure that no one in the UK faces cancer alone.

Official Clothes Aid teams are imminently posting new 2014/15 collection calendars in East Renfrewshire along with official 'give with confidence' Macmillan clothes collection bags. As before, the calendar will highlight monthly dates of when local Clothes Aid drivers will be collecting in their designated neighbourhoods. This will be on the same day each month and specific to the recipients' particular street or area. Householders need only leave their bag on the doorstep from 7am on the designated day and it will be collected **alongside the Green Bag recycling run by East Renfrewshire Council**. And the beauty of it is, if they have nothing to give one month, they'll know exactly when their driver will be back throughout the year... **Look out for your calendar** and ensure you make a note of the dates in your family diary!

In March, Clothes Aid celebrated the end of a successful 'year one' as Macmillan Cancer Support's official **clothes collection partner**, raising £660,000 for people affected by cancer. With an average wardrobe in the UK worth over £4,000 and over 30% of those items hanging around unworn for well over a year*, Clothes Aid hope this provides enough of an incentive to generously give a bag of quality clothes, paired shoes, linens, accessories, soft toys, electronic games, books, DVDs and CDs to help support people with cancer face the toughest fight of their life.

Clothes Aid is a fully licensed fundraiser offering households across the nation a hassle free way to donate quality, reusable clothing so that charities without shops can benefit financially with zero investment. With **£140 million of clothing going to landfill** in the UK every single year, equivalent to 350,000 tonnes of clothing being binned by half the adults in the UK*, Clothes Aid believe that fundraising and doing our bit for the environment go hand in hand. Which is why we are a proud signatories of the new industry led campaign, Love Your Clothes, with an aim to change the way we as consumers, acquire, use and dispose of textiles, by 2020. We hope to lower our impact on the planet while we fundraise with our calendarised collections which have proved a more convenient way for people to donate.

Look out for Clothes Aid and **Bags of Support for Macmillan**, East Renfrewshire, and give us a friendly wave!

-ENDS-

For Clothes Aid press enquiries, please contact:

Emma O'Leary on 020 7288 8528 or eo'leary@clothesaid.co.uk. For more information regarding collections, please call the Clothes Aid helpline on 020 7288 8545 or visit www.clothesaid.co.uk. Follow us on Twitter (@ClothesAid) and 'like' us on Facebook (Clothes Aid) to show your support to our UK partner charities.

For more information about Macmillan Cancer Support, please contact:

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Notes to Editor:

*WRAP report, Valuing our Clothes, 2012

Clothes Aid is a fully licensed fundraiser, compliant with all UK Charity Commission regulations concerning the collection and sale of used clothing. Founded in 1996, Clothes Aid is now one of the largest commercial clothing collection companies in the UK who pride themselves on being fully transparent and follows industry and sector Best Practice at all times. Clothes Aid is a social business that requires zero investment from charity partners with each charity receiving a contractually agreed percentage of profit, which resides between 84-95%, depending on each charity's licences and collection overheads. The modest profit remaining is reinvested to aid growth to generate more funds for charities. Clothes Aid collection teams are fully uniformed, carry ID cards with fully branded livery and collect from over 45,000 households every week across the UK. Clothes Aid fundraise for some of the biggest UK charities, including NSPCC, Make-A-Wish Foundation UK, Macmillan Cancer Support, Children's Hospice Association Scotland and other regional charities, and has raised over £8 million.

Clothes Aid bags carry the 'Give with Confidence' tick of approval from the Fundraising Standards Board, a stamp of reassurance for members of the public thinking of donating to charity. Working closely with WRAP, Clothes Aid have signed up to a commitment to measure and report the environmental 'footprint' of clothing throughout its life, and to take action to reduce the impact by 2020. The Love Your Clothes branding forms part of this awareness campaign.



About Macmillan Cancer Support

When you have cancer, you don't just worry about what will happen to your body, you worry about what will happen to your life. Whether it's concerns about who you can talk to, planning for the extra costs or what to do about work, at Macmillan we understand how a cancer diagnosis can take over everything.

That's why we're here. We provide support that helps people take back control of their lives. But right now, we can't reach everyone who needs us. We need your help to make sure that people affected by cancer get the support they need to face the toughest fight of their life. No one should face cancer alone, and with your support no one will.

To get involved, call **0300 1000 200** today. And please remember, we're here for you too. If you'd like support, information or just to chat, call us free on **0808 808 00 00** (Monday to Friday, 9am-8pm) or visit macmillan.org.uk

Clothes Aid has been the official clothes collection partner to Macmillan since 2012 and has raised over £500,000. Macmillan is a registered charity in England & Wales (261017), Scotland (SC039907) and Isle of Man (604) via Macmillan Cancer Support Trading Ltd.