



11 July 2013

FOR IMMEDIATE RELEASE

De-clutter your wardrobe in support of Noah's Ark children's charity

From this week onwards Cardiff residents can start to make valuable donations to the Noah's Ark Children's Hospital Charity using a new scheduled kerbside textile collection scheme. The service will take place alongside alternate 'Black Waste' collections run by Cardiff Council and has been set up in response to the generosity shown by local residents to Noah's Ark. It aims to increase the range of materials collected alongside household recycling and limit the number of clothes simply thrown out in household waste.

Clothes Aid are a social business who have been working with the Noah's Ark appeal since early 2008. To date the partnership has collected almost 3,000 tonnes of unwanted clothing which has generated over £156,000 for the charity. Noah's Ark is the official charity for the Children's Hospital for Wales and raise funds to help the 100,000 vulnerable babies and children in Wales needing specialist medical care each year.

Kerbside collections started in most areas this week and will operate on a 4 weekly cycle to coincide with the 'Black Waste' collections run by Cardiff council. Donna Stevens of Clothes Aid said 'We are extremely grateful for the support the public show for Noah's Ark but we recognise how busy people are. Putting your black bin on the kerbside however, is second nature, and if putting a bag of unwanted clothing next to their bin makes it easier for residents to remember then we're keen to offer this service as a way of thanking residents for their generosity.'

Local residents should look out for their "Collection Calendars" which are currently being posted through doors across the city. If residents would like to know more about the scheme, they can call the Clothes Aid helpline on **020 7288 8545**.

For media enquiries please contact Cathy Aston at Clothes Aid on 020 7288 8538 or 07983 514122 or email caston@clothesaid.co.uk.

-- Ends --

Notes to Editor:

About Clothes Aid

Clothes Aid is Noah's Ark's official clothes collection partner. Clothes Aid was started in 1996 and is one of the largest commercial clothing collection companies in the UK.

Clothes Aid is a social business meaning that profits are sent to the charity partners it works with or are reinvested for further growth.

Clothes Aid is a fully-licensed fundraiser compliant with all UK Charity Commission regulations concerning the collection and sale of used clothing.

About Noah's Ark

Noah's Ark is the only charity exclusively fundraising for the Noah's Ark Children's Hospital for Wales. Since launching in 2000 many millions of pounds has been raised through tremendous public support. 100,000 vulnerable babies and children in Wales need specialist medical care each year.

Together we have built Phase One of the very first Children's Hospital for Wales which treats children needing medical and cancer care. We have also provided funds to enable the first Teenage Cancer Trust unit to be built and given hundreds of thousands of pounds to provide equipment.

We are now working to equip Phase Two of the Children's Hospital for Wales to ensure our country has the world class children's hospital it deserves. Read more at www.noahs-ark-appeal.org.

