



PRESS RELEASE

Clothes Aid is asking all Brits to hold a 'jumbo clear-out' and donate 29 items of clothing for Recycle Week 2016 to reclaim 50cm of space in their wardrobes.

FOR IMMEDIATE RELEASE for use during Recycle Week 12-18 September 2016:

Tuesday 13 September 2016

Latest research by the UK's leading clothing collection agency, **Clothes Aid**, reveals that as the average Brit has **129 items** of clothing which is unwanted in their wardrobes at any one time, those 29 items of clothing take up approximately **50cm of space in a closet**, and they weigh roughly **7.5kg**.

As a UK population of **65 million people**², that's an estimated **485,000 tonnes** of unwanted clothing and equivalent to an incredible **20,200 miles** of closet space. Staggeringly, that's equivalent in weight to over **85,000 elephants**, or more than **60,000 empty double decker buses** or around **2,700 empty jumbo jets** and is the same closet space as travelling **three quarters of the way around the equator** or from **London – Sydney and back...** all in clothing that we no longer wear.

In Scotland with a population of **over 5 million people**³, there is an estimated **40,000 tonnes** of unwanted clothes, the equivalent of **over 7,000 African elephants** or more than **5,000 empty double decker buses** or around **220 empty jumbo jets**. Added together that's approximately **1,700 miles of space** of unwanted clothes being taken up in Scottish people's wardrobes, around the same distance as travelling from **Edinburgh to New Delhi, India**.

That's a heck of a lot of unused clothes that are sitting idle in wardrobes which could be made good use of by being donated to charitable causes instead. In our busy homes where spare space is increasingly at such a premium, it's a heck of a lot of potential space freed up too.

So that's why, **this Recycle Week (12-18 September 2016)**, **Clothes Aid** is calling for people up and down the country to **have a jumbo clear-out to free up that space in their wardrobes by donating 29 items** to their clothes collections service, and **reclaim their space in their closets**.

Clothes Aid is dropping free bags and flyers through homes across the country during all of September to promote Recycle Week and to encourage people to donate their 29 unused items (or more!). All householders have to do is phone up the helpline number: **0207 288 8545** to arrange a collection, and a Clothes Aid van will come and collect the bagged up items free of

¹ * WRAP report, *Valuing our Clothes*, 2012, @LoveYourClothes

² Office of National Statistics June 2015 population data

³ Office of National Statistics June 2015 population data



charge when it is in your area. Several UK charities including **Macmillan Cancer Support**, **NSPCC**, **Make-A-Wish Foundation® UK**, **Children's Hospice Association Scotland (CHAS)**, **Scotland's Charity Air Ambulance (SCAA)**, and **Zoe's Place Baby Hospice Liverpool** will also benefit from the funds raised by the donation of these clothes.

Since 1996, Clothes Aid has raised over **£9 million** for our partner charities, and this is a figure we're obviously always striving to increase. So reclaim that space taken up by those 29 items today, have that jumbo clear-out, put them in bags and get Clothes Aid to collect them from your doorstep.

Clothes Aid's Business Manager, Michael Lomotey spoke about the latest figures and said:

"It's staggering to equate the weight of 29 unused clothes per person in this country to the weight of elephants and jumbo jets but I think the statistics speak for themselves. There are literally millions of unwanted clothes sitting unloved in people's wardrobes across the UK, which we could really make good use of. By taking part in this year's Recycle Week, and donating those 29 idle items to us, you'll be raising vital funds for our fantastic partner charities as well as saving space in your wardrobes too".

Jamie Perry, Campaign Manager for Love Your Clothes said:

"Ensuring unwanted clothing is collected and disposed of through the correct channels is vital to reducing the impact that it has on the environment. Over 350,000 tonnes of clothing needlessly goes into landfill in the UK every year and the average UK householder has £1,400 worth of clothes they have not worn in the last 12 months. We urge people across the UK to sort out their wardrobes and donate some great quality items for the benefit of these life changing charitable causes".

To take part in Recycle Week 2016 and book in a Clothes Aid collection, please call our helpline on **020 7288 8545** (open Monday – Friday, 9am – 5pm) or for more information visit the Clothes Aid website at www.clothesaid.co.uk

ENDS

For Clothes Aid press enquiries please contact Olivia Farnesy or Paul Taylor on 020 7288 8538 or ofarnesy@clothesaid.co.uk and ptaylor@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](https://twitter.com/ClothesAid) and 'like' us on Facebook to show your support for our UK partner charities.

NOTES TO EDITOR

1. We have used statistics from the WRAP report, *valuing our Clothes*, 2012 to qualify some of our findings on weight of clothes and space that clothes take up. We have also based the weight and space ratios on a sample clothes collection we did in a Pickford's van to one of our depots in 2014, and taken the average of weight and space of clothes from there. To view that data in full, please contact us on: 0207 288 8545.
2. Population statistics have come from the Office of National Statistics and are current as of June 2015.



3. For more information on Recycle Week 2016 and the Love Your Clothes organisation, visit: <https://www.recyclenow.com/recycleweek> and <http://loveyourclothes.org.uk/>
4. We pride ourselves on being fully transparent and follow industry guidance. Being members of the Institute of Fundraising, we follow the Code of Fundraising Practice without exception.
5. As a fully licensed fundraiser, we are also governed by UK fundraising regulations concerning licencing and charity acts and by UK Charity Commission regulations concerning the collection and sale of used clothing. Our clothing collection bags carry the 'give with confidence' tick of approval from the Fundraising Standards Board.
6. We work with the following registered charities: Children's Hospice Association Scotland (CHAS): Scottish charity number SC019724, Macmillan Cancer Support: registered charity numbers - England and Wales (261017), Scotland (SC039907) and the Isle of Man (604), Make-A-Wish Foundation® UK: registered charity numbers - England and Wales (295672) and Scotland (SC037479), NSPCC: registered charity numbers - England and Wales (216401) and Scotland (SC037717). Scotland's Charity Air Ambulance (SCAA): Scottish charity number SC041845, and Zoë's Place Baby Hospice Liverpool: registered charity number - England and Wales (1092545).
7. Clothes Aid is the only collection company in the UK to have a Collection Protection department, dedicated to the prevention of theft of donations. To date there have been over 550 arrests resulting in convictions that total 28-years imprisonment for offenders.
8. Our aim is to give as much of the profits as possible to charity after the costs of fundraising have been met. This amount varies for each charity. We contractually agree a percentage (between 84 and 95 percent) of the gross profit made per tonne the charities will receive from us. We are unique in our sector as we don't set a limit to how much we give.
9. We agree a minimum donation a year per charity. In the unlikely event we don't collect enough to reach this, we make up the difference ourselves.
10. To view our full table of statistics for distance and weight per head of population used in this press release (copyright Clothes Aid, September 2016), please call us on: 020 7288 8545 or email ptaylor@clothesaid.co.uk.