



**FOR IMMEDIATE RELEASE: Tuesday 10 January 2017**

## Join Clothes Aid for our #ClothingStory as we unveil our new animation for the New Year

The animated film launches a January drive to highlight the benefits of recycling clothing and to encourage the Great British public to start off the New Year with a wardrobe clear-out. Prizes from Brantano and Jones Bootmaker are available on Clothes Aid's [Facebook](#) and [Twitter](#) profiles.

Today, Clothes Aid - the UK's leading clothing collection social enterprise - invites you to enjoy our #ClothingStory, showcasing our New Year clothing recycling campaign. Head to [www.clothesaid.co.uk/clothingstory](http://www.clothesaid.co.uk/clothingstory) or <https://vimeo.com/197879462> for more information.

This short animation tells the story about what happens to the nation's clothing when you have fallen out of love with them, and was created to satisfy queries from the general public about where the clothing donated to Clothes Aid specifically goes after it has been collected.

Here at Clothes Aid we want the nation to be more informed about the many benefits of clothing recycling and this post-festive campaign is designed to encourage people all over the country to donate their unloved clothes, whilst helping worthwhile UK charities.

The film illustrates the simple #ClothingStory through two example families... One who goes through the process of donating their clothing in the UK, and another family in an Eastern European second hand shop, who buys those same unwanted clothes a few weeks later. It shows the easy step-by-step process to donate a bag of unwanted clothing to Clothes Aid, from the comfort of your own home.

The average UK household spends an average of £1,700 on new clothes every year, but Britain throws away 350,000 tonnes of clothes annually, the equivalent weight of 29,000 buses. That's a lot of wasted clothing going straight in to landfill, but this doesn't have to be the case if more people donate to Clothes Aid instead of just throwing away unwanted items.

### Begin your own #ClothingStory and win £50 of vouchers to spend at Brantano or Jones Bootmaker

From 9 January - 5 February 2017 to promote the #ClothingStory video, Clothes Aid is running a free prize draw giveaway with shoe giants Brantano & Jones the Bootmaker.

To be in with a chance of winning one of our £50 shoe vouchers, simply Tweet or Facebook a photograph of you with your bag of unwanted clothing with the #ClothingStory hashtag, and post it on one of Clothes Aid's social media channels ([Facebook.com/ClothesAid](https://www.facebook.com/ClothesAid) or [@ClothesAid](https://twitter.com/ClothesAid) on Twitter) and your name will automatically be added to the free prize draw.

Anyone who phones the Clothes Aid hotline (**020 7288 8545**) to book a clothing collection, and quotes the #ClothingStory hashtag will also be added to the free prize draw too.

Full terms and conditions are available at [www.clothesaid.co.uk/clothingstory](http://www.clothesaid.co.uk/clothingstory).

### **Clothes Aid's Business Manager, Michael Lomotey said:**

"We are often asked about the lifecycle of people's unwanted clothes, so we're delighted to launch the #ClothingStory film, which shows the very simple process and journey that they go on from being bought, donated in the UK and then bought again in Eastern Europe.

"We're urging people up and down the country to have a clear out this January and donate a bag of their unwanted clothes to Clothes Aid. Because the less clothing that goes into landfill, the more money we can raise for our amazing six partner UK charities."

The six partner UK charities include: Children's Hospice Association Scotland (CHAS), NSPCC, Macmillan Cancer Support, Scotland's Charity Air Ambulance (SCAA), Make-A-Wish® UK and Zoe's Place Baby Hospice.

### **ENDS**

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

### **NOTES TO EDITOR**

1. We work with the following registered partner 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® 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).
2. Since 1996, Clothes Aid has raised over **£10 million** for our partner charities, and this is a figure we're obviously always striving to increase. So reclaim that space taken up by the unloved clothing in your wardrobe today – and get Clothes Aid to collect the donation from your doorstep.
3. Anyone wishing to book a clothing collection, should call our Clothes Aid helpline on **020 7288 8545** (open Monday - Friday, 9am - 5pm) or for more information visit the Clothes Aid website at [www.clothesaid.co.uk](http://www.clothesaid.co.uk).
4. We have used the most recent statistics in the animation and press release from the WRAP report, *Valuing our Clothes*, 2012, to qualify some of our findings on weight, volume and spend on clothing. Find out more at [www.loveyourclothes.co.uk](http://www.loveyourclothes.co.uk).
5. We pride ourselves on being fully transparent and follow industry guidance. Being members of the Institute of Fundraising (IoF), we follow the Code of Fundraising Practice without exception.
6. 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 and we support the introduction of the new Fundraising Regulator.
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. Normal Terms and Conditions apply for the Brantano & Jones Bootmaker prize giveaway. For full details of our Ts and Cs, visit: [www.clothesaid.co.uk/clothingstory](http://www.clothesaid.co.uk/clothingstory).