



PRESS RELEASE

Let's Clean Up Europe 2017

Alba, May 12th 2017

The fourth edition of [Let's Clean Up Europe \(LCUE\)](#), the European campaign against littering, is taking place across Europe and beyond. **Over 4.600 clean-up actions** have been registered with more than **500.000 participants**, resulting once again in a great success.

The 2017 edition of Let's Clean Up Europe is a "spring clean-up" with actions taking **place throughout the whole spring period from March 1st to June 30th**. However, in honor of Europe day celebrated on May 9th, the central weekend for European Clean Up Day actions has been maintained around this date, thus from **May 12th to May 14th**: more than **50% of the registered actions will take place during this weekend**. Throughout those days, you may see representatives of public authorities, businesses, associations, educational establishments and groups of citizens **picking up litter** in open spaces. Actions were indeed registered by **volunteers both to literally "clean up Europe"** - removing litter which ends up in oceans, beaches, forests, rivers and elsewhere in nature - and to **raise awareness** about the problem of littering on a larger scale.

The European Clean Up day is a campaign on waste prevention coordinated by the Life+ project [European Week for Waste Reduction \(EWWR\)](#) since 2014 which aims not only to clean territories, rivers or beaches from litter, but also to call on concrete action introducing waste prevention and reduction in our everyday lives.

The great efforts taken by the coordinators of the campaign have given important results: actions have been implemented in 21 countries all over Europe and beyond.

National or regional [Coordinators](#) act as a contact point for anyone interested in organizing a LCUE clean-up action and provide volunteers with support.

Once again Let's Clean Up Europe is very "social": **pictures and videos of LCUE 2017 actions** can be found online on [Facebook](#) (Let's Clean Up Europe – Official) and [Twitter](#) (@LetsCleanUpEU) or following the hashtag #cleanupeurope!

For additional information:

LCUE Secretariat – AICA, International Association for Environmental Communication

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