

From: Keep Britain Tidy <news@KeepBritainTidy.org>
Sent: 24 November 2023 10:01
To: Lydia Hopton
Subject: Help Your Residents to Save Their Pennies and Protect the Planet this Black Friday

Free digital resources are now available for our upcoming waste reduction campaign



[Home](#)

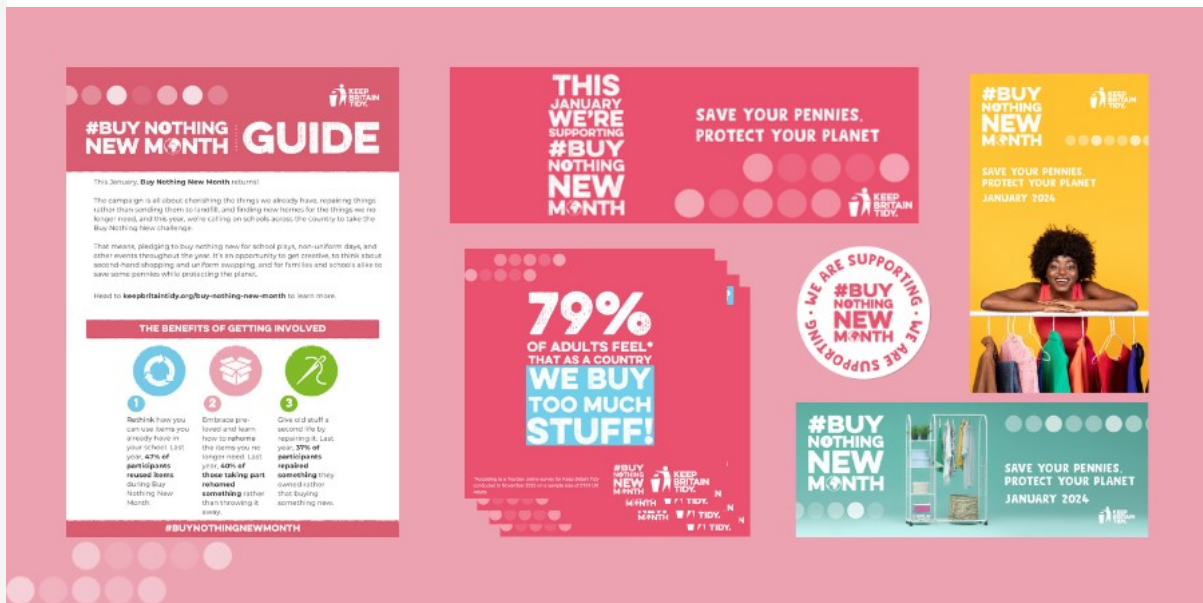
[Contact Us](#)



Did you know Black Friday is estimated to be responsible for the release of around 400,000 tonnes of CO2 as people buy new stuff? And research suggests that around 80% of items bought on Black Friday are thrown away after a few uses - some without being used at all.

That's why this Black Friday, we're announcing the return of our Buy Nothing New Month campaign in January 2024. Buy Nothing New Month is all about moving beyond simply recycling, to reducing the amount of new stuff that we buy, and by extension, the amount of waste that we create.

For local government, it's also a chance to promote the incredible work being done to reduce waste through pop-up clothes and uniform swap shops, repair cafés, and other initiatives.



Sign up now, and you'll get access to our free digital resource pack designed to activate the campaign within your community.

The pack contains a campaign guide, tips for taking part, templates for press releases and other communications, social media content, an email signature to spread the word with your networks, campaign posters and more.

[SIGN UP NOW](#)



Keep Britain Tidy is a registered Charity No. 1071737. Registered as a Company limited by guarantee in England & Wales No. 3496361. Registered office at Elizabeth House, The Pier, Wigan, WN3 4EX

[Unsubscribe](#)