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PRESS RELEASE

SANTA HOPING FOR A LITTER-FREE CHRISTMAS

Santa Claus has little enough time to spare on Christmas night, so don't delay him and his reindeer by obstructing their path with litter.

That is the message from TIDY Northern Ireland, who are encouraging everyone to have a litter-free Christmas amid fears that the festive season will bring with it a dramatic increase in the amount of litter on our streets.

Wrapping paper, packaging and confectionery are more prevalent at Christmas than any other time of the year, and this can have a knock on effect on litter levels if people are not responsible about how they dispose of the waste that remains once gifts and chocolates have been opened.

"Amid the excitement of Christmas, I hope people take a few seconds to think about what they are doing with all the extra packaging that is generated at this time of the year," said CEO of TIDY Northern Ireland, Ian Cole. "Wrapping paper, selection boxes and plastic packaging will be covering many living room floors on Christmas morning, and it's important that this doesn't find its way onto the streets. I would ask people to recycle materials where possible, and ensure that their waste is properly disposed of and not blowing down our streets while we are enjoying our turkey."

Tidy Northern Ireland is the trading name of Environmental Campaigns Northern Ireland
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Recent TIDY Northern Ireland litter surveys have shown that packaging makes up 15% of the litter on our streets, and confectionery litter has risen in 2007 to become the second most common form of litter in the province. There is the potential for these alarming figures to rise even further over the coming weeks as wrappings on presents are discarded by excited children.

And the anti-littering message does not end when the festive season draws to a close. Once the decorations have been put away, the new toys forgotten about and the chocolates eaten, remember that a litter free environment is for life - not just for Christmas.

Note to Editors:

TIDY Northern Ireland, an anti-litter charity, is the provinces leading authority on litter issues, and provides a unique service to communities, businesses, councils and schools throughout Northern Ireland.

Tidy Northern Ireland runs the Keep Northern Ireland Tidy Campaigns, and manages the Northern Ireland Borough Cleanliness Survey, TIDY Business, TIDY Communities, Eco-Schools, and the Blue Flag scheme for clean beaches and marinas in Northern Ireland.

Interview:

TIDY Northern Ireland Chief Executive Ian Cole is available for interview. He can be contacted on 0845 86 206 86 or email ian.cole@tidynorthernireland.org

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