



**29<sup>th</sup> September 2010**

### **McDONALD'S CREW STAGE AREA-WIDE LITTER BLITZ**

**- Restaurants in Bristol & Somerset join national litter crackdown with Keep Britain Tidy -**

For the next two weeks an army of over seventy-five McDonald's crew will be taking to the streets of Bristol and Somerset to fight back on the region's litter with the biggest event kicking off today in Bradley Stoke.

The local blitz on litter today, organised in conjunction with Bradley Stoke Town Council, sees more than 20 crew members from McDonald's at Bristol Cribbs Causeway, Ben Walker, Town Mayor, Jack Lopresti, MP for the area and over 30 local volunteers joining together to target problem areas in Bradley Stoke. As well as tackling litter in the area, the group will also be re-painting local bus stops and clearing foliage from local walkways, to give the whole area a welcome makeover.

The event is part of the largest ever Big Tidy Up campaign, a country-wide initiative led by McDonald's and supported by Keep Britain Tidy.

**Mike Guerin, local McDonald's franchisee, who owns eight restaurants across Bristol and Somerset said:** "As a local businessman, I see firsthand the negative effect litter has on the environment. It's unsightly and no one wants it strewn across their local community, but controlling litter is everyone's responsibility.

"The problem will only get better if littering becomes socially unacceptable. So whilst I'm committed to helping tackle the problem, wider attitudes and behaviour in our community need to change for us all to benefit from a real reduction in litter.

"Both individuals and businesses like mine have a role to play in tackling and raising awareness of the issue. All my restaurants across Bristol and Somerset do a lot already on a daily basis with initiatives like litter patrols, but these bespoke events are a chance for our crew members and the community to tackle the problem together head on. I'm really looking forward to joining my team on the litter picks so we can help restore pride in some of the community's real problem areas."

The overall nation-wide crackdown on litter runs from 20<sup>th</sup> September to 3<sup>rd</sup> October and will see large-scale commitment from more than 400 McDonald's restaurants across the country putting on bespoke litter picking events with Keep Britain Tidy's support. All in all, more than 1,500 crew will take to the streets together with 1,300 volunteers from local communities to pick up more than 5,000 bags of litter, no matter where the litter came from originally.

The campaign supports the Big Tidy Up initiative, Keep Britain Tidy's biggest anti-litter campaign which is rooted in the community and aims to get local people, organisations, businesses and groups to take action against the litter problems in their area. McDonald's initiative is part of the business' ongoing collaboration with Keep Britain Tidy and follows a series of successful litter events with the organisation and its sister groups over the past two years.

**Phil Barton, Chief Executive of Keep Britain Tidy said:** "It's great that McDonald's is supporting the Big Tidy Up campaign on such a large scale. A couple of years ago we brought to McDonald's attention that they were one of the brands contributing to litter on our streets. In response they have significantly increased their efforts to promote the anti-litter message and support our campaigns.

"Over the next two weeks McDonald's will be making a statement to their customers and the fast-food industry that big businesses can help drive change, lead by example and keep their brand's litter out of the gutter."

**Councillor Ben Walker, Town Mayor said:** "The Town Council takes the problem of litter very seriously and I'm delighted that McDonald's has agreed to help us as part of their national campaign. I hope that other businesses will follow their example and give back to the community."

Local volunteers who are keen to get involved in a Big Tidy Up event should contact their local restaurant.

### **ALREADY MAKING A DIFFERENCE**

McDonald's has been working hard since 1982 to reduce the amount of litter on England's streets and was the first restaurant to introduce 'Litter Patrols' in the UK. McDonald's crew already undertake three litter patrols every day across Bristol and Somerset, collecting any litter they see from streets around restaurants.

To help reduce the amount of litter McDonald's produces, the minimum packaging possible is used when serving food. As well as this, McDonald's aims to reduce all restaurant waste and increase the amount that can be recycled. All cardboard packaging is made from at least 70% post-industrial recycled paper and multi-use wrappers for breakfast products and new treated paper cartons for salad and breakfast portions have been introduced, eliminating all polystyrene foam based packaging from restaurants.

Through McDonald's ongoing efforts to tackle litter in local communities, it is aiming to raise long-term awareness of the issue and to encourage people to keep their local area litter free.

For information on initiatives McDonald's already has in place for nationwide litter management visit: [www.mcdonalds.co.uk/ourworld/environment/litter.shtml](http://www.mcdonalds.co.uk/ourworld/environment/litter.shtml).