

# Why Hold a CleanUp on National CleanUp Day?

- Be involved in a National and Global Event.
- Be part of the World's Largest volunteer event ever.
- Supported by Earth Day and Keep America Beautiful.
- CleanUps are a great introduction to further environmental engagement.
- Be an advocate for the removal of single-use plastics and litter in the outdoors.
- Supporting your community in a tangible way alongside your fellow members of the community.
- By participating, your community will be part of the global cleanup map - great exposure to have!
- It's Free and Fun!



National CleanUp Day is held annually on the Third Saturday in September.

Visit [NationalCleanUpDay.org](http://NationalCleanUpDay.org) or email us directly at [info@nationalcleanupday.org](mailto:info@nationalcleanupday.org)



## **From the Co-Founders of National CleanUp Day**

We do this for our love for our country and the world and encourage others to do so, as well. It is our mission to make the country as beautiful as it was in our youth.

National CleanUp Day promotes harmony with nature and the outdoors. We are providing systems and support for our partners to have a greater impact and a long-lasting effect. We respect the quality of life that comes from exposure to the outdoors. We believe it is better when it's as Mother Nature intended.

Study after study shows the highest indicator that someone will pick up litter is if they witness someone else picking up litter. That's because peer group norms are more powerful than incentives, and when worked in concert with each other, they can provide impressive behavioral change impacts.

Our core belief is the notion that people want to do the right things; all they need is a little encouragement or incentive. We believe that people are naturally responsible; all we need is the right encouragement to go out and have fun while taking care of our favorite places.

So, take care of your environment, pick up after yourselves and others, and our country will become clean and more enjoyable.

Go, have fun, and make a difference.

Steve Jewett  
Bill Willoughby  
Co-Founders, National CleanUp Day

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