

PRESS RELEASE

JustGiving announces fundraising partnership with Ecozine's Hong Kong Cleanup and The Nature Conservancy

JustGiving partners with Hong Kong Cleanup organized by Ecozine and The Nature Conservancy for the launch of their 15th annual Hong Kong Cleanup Challenge

15th October 2015 – JustGiving has today announced a fundraising partnership with Hong Kong Cleanup, organized by Ecozine and The Nature Conservancy Hong Kong (TNC) for the 2015 Hong Kong Cleanup Challenge.

Nikki Kinloch, Country Director for JustGiving in Australia, New Zealand and Hong Kong, comments: *"We are delighted to be partnering with Hong Kong Cleanup and The Nature Conservancy on this 15th annual challenge. We are very pleased to be able to assist in driving awareness and funding for the vital work that they do in cleaning up Hong Kong and preserving the environment for future generations."*

In Hong Kong, every day, over 16,000 tonnes of rubbish is thrown away, including an estimated 1.3 million disposable plastic bottles and 1,000 tonnes of plastic bags. Hong Kong generates 6 million tonnes of rubbish a year - or roughly the weight of a thousand double-decker buses *per day*. This is not sustainable.

The Hong Kong Cleanup Challenge, now in its 15th year, is the largest environmental community event in the region. It presents Hong Kong citizens with an opportunity to take action to make our city, and our world, a healthier and more beautiful place. 200,000 people have participated in past Cleanup Challenges, picking up five million kilos of trash from our beaches, trails, and neighborhoods.

All Hong Kong citizens are invited to join in this year's Challenge, which runs from 1st October to 1st December. Interested parties can register to participate at www.HKcleanup.org

The annual challenge encourages participants to contribute a minimum of HK\$500, either through a donation or by fundraising, on JustGiving. The money raised for The Nature Conservancy goes towards helping save our marine environments and making our fish stocks sustainable, preserving our fresh water, and restoring our forests.

In 2014, the Hong Kong Clean Up engaged 51,000 volunteers, collecting 3 million kilos of rubbish from 1,847km of shorelines, country park trails and city streets. Now, the 15th annual Challenge aims to engage 5% of Hong Kong's population. Now is the time to get involved!

Lisa Christensen, Founder of the Hong Kong Cleanup, shares, *"The Hong Kong Cleanup is taking bold action because we need to stem the flow of trash at the source. The more people that get involved, the closer we are to a necessary paradigm shift – a positive, lasting behaviour change,"* adding, *"We are grateful and proud to partner with The Nature Conservancy, and now with JustGiving, to increase our effectiveness in making a tangible difference to the planet."*

*“Nature needs us more than ever,” says **Louisa Ho, Executive Director of The Nature Conservancy.** “Whether it’s plastics in the oceans ingested by marine animals, or garbage in country parks suffocating the plants, the solution starts with us. Let’s work together to care for Hong Kong and care for the planet. This partnership with Hong Kong Clean Up and Just Giving is a great platform for Hong Kongers to take the first step.”*

Visit: <http://www.justgiving.com/company/hongkongcleanup> for further information or to make a donation.

For more information about JustGiving please contact **Nikki Kinloch, Country Director for JustGiving in Australia, New Zealand and Hong Kong** on Nikki.Kinloch@justgiving.com

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Notes to Editors

ABOUT JUSTGIVING

JustGiving (www.justgiving.com) is the world's social platform for giving, enabling over 22 million people to raise HK\$16.4 billion for over 13,000 charities since launching in 2001. Through online and mobile, JustGiving brings the best that technology has to offer to charities worldwide, with more charities recommending JustGiving than any other online fundraising platform.

JustGiving is the most visited charity giving portal in the world and was voted Best Giving Platform by Institute of Fundraising Members at the 2014 Partners in Fundraising awards. In 2009, CEO Zarine Kharas joined previous recipients Sir Tim Berners-Lee and Professor Stephen Hawking in being awarded the RSA's Albert Medal, for "democratising fundraising and technology for charities".

ABOUT HONG KONG CLEANUP

The Hong Kong Cleanup Challenge, having engaged over 150,000 volunteers in cleaning up over 350,000 kg of trash and now in its 14th year, the Hong Kong Cleanup Challenge is firmly established as a well-loved and vital part of the Hong Kong event landscape. Its aim is to educate, empower and advocate Hong Kong citizens on the subject of waste reduction in support of a cleaner, healthier future for Hong Kong and the planet. HKcleanup.org

ABOUT ECOZINE

Ecozine is a premier media and events organization devoted to sustainable lifestyle, for people who want to live well without costing the Earth. Ecozine's mission is to make green mainstream, by providing content, experiences, and tools to serve our community. Producing a quarterly print

magazine, free weekly e-newsletter, daily-updated website resources and world-class events, it is a go-to guide for smarter living. Ecozine is the Organizer of the Hong Kong Cleanup. Ecozine.com

ABOUT THE NATURE CONSERVANCY

The Nature Conservancy (www.tnc.org.hk) leads the world's most ambitious efforts to protect nature around the globe, improving quality of life for people in Hong Kong and everywhere. The Nature Conservancy is also the Co-organizer of the Hong Kong Cleanup.

Around the world, The Nature Conservancy protects the lands and waters on which all life depends. We bring together scientists, businesses, governments, local communities, and more than 1 million people like you to solve the planet's most critical environmental challenges.

Taking a science-based, non-confrontational approach, we protect and restore the world's natural systems, enhancing the lives of people in Hong Kong and across the globe.

Since our founding in 1951, we have worked with partners in 35 countries around the world to protect 49 million hectares of lands—an area about 450 times the size of Hong Kong. We've preserved 8,000 kilometers of rivers, and tens of millions of hectares of critical ocean habitats surrounding five continents.

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