

# PRESS RELEASE

The Scheme, which was started a little over 12 months ago, has now attracted over 120 volunteers and it is estimated that more than 50% of the residential roads in Earley are now being regularly litter-picked by EASI volunteers.

'Unadopted' streets are targeted for a leaflet drop, and it is estimated that, on average, 1 new volunteer is attracted for every 20 leaflets distributed.

The Scheme, which is supported by Earley Town Council and Wokingham Borough Council, is so successful that its co-ordinators, Brian Hackett and Peter Soul, are being asked to give advice to neighbouring Towns and Parishes on how to set up and run similar schemes in their area.

If anyone thinks their street is not yet included and wants to join in the litter-picking, they can 'phone Brian Hackett on 0118 986 1115.

For further information contact:-

Brian Hackett - Tel: 0118-986-1115

Maddy Bristow – Deputy Town Clerk, Earley Town Council

Tel: 0118-986-8995

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