

Project Freesheet Walkabout III

(<http://www.projectfreesheet.com>)

June 12th 2008 Central London, 5pm – 9pm

100 volunteers will be meeting in London (time + place tbc) and then dispersing off in groups of 10 to travel across London on the tubes, buses and trains.

- The volunteers will be looking to gather approximately 100 free newspapers each (approx 2 bin bags each). These papers can be taken from the ground, from out of waste bins, off public transport etc. However, free papers may not be accumulated directly from street vendors.

- Once collected the 10,000 papers that have been gathered will be displayed at a central London location (time + place tbc)

- TV and radio will be offered the opportunity to report and document our event. Two film crews will be present to record the events of the day so that footage and interviews can be posted online and on Current TV

Volunteers will be sourced from universities, green campaign groups and local projects, so that the age range of volunteers could be anything from 16 – 60 years old.

- Community Services Volunteers and West London Citizens are 2 of the organizations already committed to providing volunteers for this event.

Project Freesheet would be happy to discuss further specific details with any interested parties

And in the meantime we are meeting with newspaper publishers, TFL representatives and members of the public in order to increase awareness and rates of recycling of free newspapers.

Notes to editors

Every day over 1.7 million freesheet papers are printed in London

Over 400 trees are needed every day to supply the freesheet presses of London

And over 43 million freesheets are printed around the world

Nearly 10,000 trees are required daily to supply the freesheet presses around the world 10,000 trees equates to approximately 163 acres of land being cleared every day. This is equivalent to the length of the Great Wall of China every 34 days Placed end to end it would take 28 days to reach the moon

£500 million is spent in the UK every year on clearing up street rubbish

Council tax revenues are being diverted to clear up free newspapers. Westminster Council has

calculated they are spending an extra £150,000 per year just to deal with free newspapers.

The contractors that are responsible for clearing up the public transport systems admit to only being able to recycle about 20 percent of what they collect. **The rest is going straight to landfill.**

Manufacturing and disposing of paper places a substantial burden on the environment. Paper production is the fourth most energy-intensive of all manufacturing industries, and one of the most polluting – generating large amounts of air and water pollution, and solid waste.

note - The UK must reduce waste going to landfill by 75% by 2010

Paper comprises a third of the waste sent to municipal landfills, where along with other impacts, it breaks down and produces methane, a greenhouse gas with 21 times the heat-trapping power of carbon dioxide.

New Freesheets are springing up in new cities every month

Presently 45 different countries produce 197 editions every day; Countries like Iceland and Israel now have more free newspapers than paid-for.

For any further information please visit <http://www.projectfreesheet.com>

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