



Building Earth's Largest Ever Clean-up Crew.

THE GREAT GLOBAL CLEAN-UP

In collaboration with partners across the nation and the globe, Earth Day Network is kicking off the largest coordinated environmental volunteer event in history for the 50th anniversary of Earth Day.

The Great Global Clean-up will be launched in 10 cities across the U.S. during Earth Month 2019. Then, building on best practices and verifiable metrics from 2019, the event will be scaled up for global reach as we approach the 50th Anniversary.

Through our unified campaign including mobile registration, visual apps, digital mapping and social media, we will connect partners and participants around the globe to remove billions of pieces of trash from our green spaces, urban communities, and waterways. Improved health, strong investments and positive growth can be achieved once people gain the expectation that their community will be clean.

With the support of corporate sponsors and nonprofit partners, the Great Global Clean-up will:

- Raise awareness of the global waste problem and help find sustainable solutions
- Increase understanding of the scale of global waste by visualizing the data
- Create an inclusive event in which the contribution of every volunteer is valued

KEY IMPACTS



100,000 clean-ups in the US



100,000 clean-ups globally



50 high profile clean-ups globally

SPONSORSHIP OPPORTUNITIES & BENEFITS

- Provide general support for the initiative through corporate donations
- Underwrite Clean City Awards for participating cities
- Cite and promote support in media and communications
- "Adopt" high profile clean-ups in specific signature cities
- Host clean-up events in locations of strategic importance, bringing together community members and corporate volunteers
- Receive visibility on materials and toolkits
- Donate or support branded bags, shirts, gloves & trash removal tools in some locations
- Underwrite the App with attribution
- Contribute content and help disseminate clean-up toolkits
- Underwrite social media sharing of the events
- Share and disseminate stories, videos, and photos
- Receive data on clean-up results and lessons learned

2019 Clean-Up Locations

- Chicago
- Dallas
- Denver
- Los Angeles
- Miami
- New York
- San Diego
- San Francisco
- Seattle
- Washington, D.C.

Total population reach
83 million