



JOIN THE #RIVERCLEANUPCHALLENGE ... AND BECOME A HERO!

WHAT?

Clean up litter for 10 minutes during a walk, as an activity with the kids, during your jogging session,... and challenge your friends to do the same. A small effort with a big impact.

HOW TO PARTICIPATE?

Participate in 3 simple steps:

1. Take a pair of gloves and a bag.
2. Go outside and spend 10 minutes cleaning up litter in your neighborhood.
3. Share your hero photo on social media and tag 3 friends to do the same.

Don't forget the hashtag **#rivercleanupchallenge** and tag @rivercleanup

WHEN?

This action runs for a month: from March 22 (World Water Day) to April 22 (Earth Day). It couldn't be more symbolic.

**WILL YOU BE OUR NEXT
#RIVERCLEANUPCHALLENGE HERO?**

