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Clean Up Australia Day goes social

An 'iClean Up' app is set to help Australians join in the nation's largest community participation event, the annual [Clean Up Australia Day](#).



Credit: Clean Up Australia

The app gives users the opportunity to join their nearest Clean Up Site, or register their own, share photos through email and social media platforms and view the results of the latest Clean Up Australia National Rubbish Report.

Features include:

Clean up site locator: the user can register and join their nearest site using Google Maps (based on postcode or suburb search) and get details including time and meeting point.

Sociability: users can share photos from their Clean Up Day experience – by uploading to Facebook pages and emailing to friends. Users can also share the most interesting items they find through Twitter.

Data: users can access data from the 2011 Rubbish Report, including top rubbish items, rubbish by type and interesting items.

'Social Media is a key driver to sharing the fun community spirit that Clean Up embodies. This app now allows the community to join the team wherever they are. It also brings our volunteers one step closer to us and to each other', says Ian Kiernan AO, Chairman and founder Clean Up Australia.

The iPhone app can be downloaded for free from: <http://tinyurl.com/86sq2d9>

Clean Up Australia Day happens on 4 March 2001; Business Clean Up Day on 28 February 2012; Schools Clean Up Day on 2 March 2012.

Source: Clean Up Australia

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