

WORLD CLEAN UP DAY X BECKSÖNDERGAARD

AS THE ANNUAL WORLD CLEAN UP DAY TAKES PLACE ON 21ST SEPTEMBER 2019, DANISH BECKSÖNDERGAARD HOSTS EVENT WITH MAGASIN TO HELP CLEAN UP THE STREETS AND WORK TOWARDS A MORE CLEAN AND HEALTHY PLANET



When the international event World Clean Up Day takes place across 158 countries on 21st September 2019, Becksöndergaard and Magasin will join in Copenhagen on 20th and 21st September to create awareness of the initiative and extensive issue of trash on our globe.

Working under the motto "if you want to go far, go together", Becksöndergaard invites everyone who wishes to support the cause to join the brand at their CLEAN UP POPUP at Magasin Kgs. Nytorv in Copenhagen and help pick up trash from the Copenhagen streets. A team from Becksöndergaard will be at the location September 20th and 21st, handing out CLEAN UP bags to everyone who wants to support World Clean Up Day.

"World Clean Up Day is an initiative that is all about making our planet cleaner, positive collaboration and realising that we need our precious globe a lot more than it needs us. Even though gathering trash in Copenhagen might seem like a small step, we hope as many as possible will join us and Magasin on the 20th and 21st September to be a part of something bigger and help make a difference."

Says Ida Edith Bruun Andersen, Marketing Manager at Becksöndergaard.



That every action towards a cleaner planet counts is what World Clean Up day is all about. In 2018, 17.8 million people across 158 countries gathered 88,500 tonnes of waste in a day. This year, Becksøndergaard wants to be a part of making that number even higher.

All participants who return a full bag of trash will be offered a long-lasting Becksøndergaard tote for free as a big thank you for the support.

The Becksøndergaard event is made in collaboration with World Clean Up Day and Danish Plastic Change.

WHAT? World Clean Up Day x Becksøndergaard CLEAN UP POPUP

WHEN? 20th September 2019, 16.00-19.00 and 21st September 2019, 11.00-16.00

WHERE? Magasin Kgs. Nytorv, Copenhagen

CONTACT

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