

**PRESS RELEASE**

[DATE]

FOR IMMEDIATE RELEASE

**[NAME OF FIRE STATION] calls for old clothes this January**

Firefighters at [NAME OF FIRE STATION] are asking [INSERT NAME OF TOWN] residents to kick off 2019 by donating their old clothes and textiles to support fire and rescue service personnel in need across the UK.

The station is participating in an annual textile recycling drive – Bag It And Bank It – in support of The Fire Fighters Charity, which provides mental health, physical and social support to past and present members of the fire services.

The scheme has raised over £3m for the Charity since its inception in 2009, with 755 fire stations across the UK now home to a bright yellow The Fire Fighters Charity textile recycling bank. Last January alone, donations from the public raised a whopping £52,507 for the Charity and [INSERT NAME OF FIRE STATION] is hoping to contribute towards another record breaking month this January.

Diverting hundreds of tonnes of clothing away from landfill, the recycling scheme has helped thousands of firefighters to receive vital support over recent years, ensuring they can in turn continue to provide life-saving support to their local communities.

“The support our fire and rescue services have demonstrated for textiles recycling has been superb,” said The Fire Fighters Charity’s Sales and Recycling Manager, Kevin Biles. “If it wasn’t for their help and enthusiasm, we simply wouldn’t be where we are today.”

[INSERT NAME OF FIRE STATION OR FIRE SERVICE CONTACT e.g. Joe Bloggs, Watch Manager, Example Fire Station] added; “We’re so pleased to be able to support The Fire Fighters Charity in this way and would urge everyone who lives or works near the Station to give what they can this January. For each tonne of textiles dropped into the bank, the Charity gets around £220, so what better way to dispose of your unwanted jeans, shoes, jumpers, coats or curtains?”

ENDS

**NOTES FOR EDITORS**

The Fire Fighters Charity is reliant on donations from the fire and rescue community and general public to meet the £8.5m cost of operating its services for over 5,000 beneficiaries each year.

To find your nearest textile recycling bank visit: [www.firefighterscharity.org.uk/recycling](http://www.firefighterscharity.org.uk/recycling)   
  
Text **FIRE** to **70660** to donate £5 (texts cost £5 plus your standard network charge). You can increase your donation by texting **FIRE£10** to **70660**.  
  
**Facebook:** [www.facebook.com/thefirefighterscharity](http://info.firefighterscharity.org.uk/firefighterscharitylz/lz.aspx?p1=T051S99011810&CC=&w=24324)**Twitter:** @firefighters999

**Website:** [www.firefighterscharity.org.uk](http://www.firefighterscharity.org.uk)

**FOR FURTHER INFORMATION:**  
  
Contact the Marketing & Engagement Team at The Fire Fighters Charity on **01256 366582** or **marketing@firefighterscharity.org.uk**

[ADD YOUR OWN CONTACT DETAILS IF YOU WISH]