

**Muc-Off**



## **MUC-OFF SUPPORTS TRASH FREE TRAILS TO DELIVER NEW AUTUMN LITTER WATCH PROJECT**

**POOLE 14.09.2020, FOR IMMEDIATE RELEASE:** Muc-Off, the world's leading bicycle cleaning and maintenance brand announces support for Trash Free Trails' new 'Autumn Litter Watch Live' project, which will take place at trails across the world this November, as part of their ongoing Project Green initiative.

Trash Free Trails is an environmental non-profit organisation, with a mission to reduce litter on our trails and wild places by 75% by 2025 and re-connect people to nature by empowering community led trail stewardship.

The Autumn Litter Watch will see Trash Free Trails' TRASHMOB ambassador team come together, in regional 'Covid crews', at iconic trails across the world for the first ever live and globally interactive weekend of DIY trail protection action!

*"Far more than 'just another litter-pick' the Autumn Litter Watch is about fully immersing ourselves in our trails and wild places, enabling us to learn much more about the state of our trails. The awesome thing about our digital community is that we don't have to be together to work together and, by joining forces online to share stories from activities such as our 'TFT x Muc-Off #TrashOff*

*Challenge' and Trash Species Tracker, we can make a massive difference!' - Dom Ferris, Founder and director of Trash Free Trails*

Muc-Off recently launched their Project Green initiative, a commitment to deliver a multitude of environmentally focused improvements across the British-based business, including reducing plastic waste. Muc-Off will be working with Trash Free Trails as part of this initiative to educate, get involved in and share knowledge of how others, including the wider community and riders, can reduce plastic pollution and litter.

As part of a range of commitments, Muc-Off staff members will be volunteering to litter pick at venues including Bike Park Wales and other trail riding centres, with the goal of eliminating a multitude of plastic deposited when riding. Muc-Off will also be launching a #TrashOff Challenge across their social media channels, with more information to be released soon on this project as part of Trash Free Trail's Autumn Litter Watch

*"Muc-Off is a business built upon the natural world we live in; therefore, it is extremely important to us to focus on preserving our surroundings as much as we can through our Project Green initiatives. Partnering up with Trash Free Trails will allow us to do just that by getting involved in reducing plastic waste on our trails!" - Alex Trimnell, Muc-Off CEO*

## **GET INVOLVED WITH AUTUMN LITTER WATCH 2020!**

Trash Free Trails will be releasing full details on how, why, when and where to join in with the Autumn Litter Watch over the coming weeks. Let them know you're IN at @trashfreetrails and check out [www.trashfreetrails.org](http://www.trashfreetrails.org) to get ready!

## **CONTACT**

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## **ABOUT MUC-OFF:**

Back in 1991 Rex and Marilyn Trimnell got things started with X-Lite UK. After designing and manufacturing the world's first twin crown bicycle fork, Rex created a perfectly pink spray to clean his kit. To cut a long story short, Rex's cleaner was the best thing since sliced bread, and it wasn't long before word got out and Muc-Off was born.

Fast-forward to now and Muc-Off is the go-to brand for top riders. And, in case you haven't noticed, we do a bit more than our original pink cleaner these days.

See the full range at: [muc-off.com](http://muc-off.com)

## **ABOUT TRASH FREE TRAILS:**

We are a community-focussed, non-profit organisation; a positive, inclusive call to arms for riders, runners and roamers alike.

We exist to protect our trails and the wild places they take us, and we're starting with litter (aka - Plastic Pollution!).

Our mission is to reduce plastic pollution on our trails and wild places by 75% by 2025 and (re)connect people with nature through purposeful adventure. We will achieve this by building

trusting partnerships, innovative and impactful projects, motivating and supporting community action and campaigning positively for industry engagement and innovation.

[www.trashfreetrails.org](http://www.trashfreetrails.org)

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