



Clean Up Your Laundry Act!

Notes for organizers:

- Despite the benefits of line drying clothing, there is a good deal of resistance to the idea in many places in the United States. For some, there is stigma attached to it – this is something that was done in the olden days, among the most poverty stricken. This stigma is reflected in the tendency of homeowners associations to ban clotheslines for aesthetic reasons.

To begin changing this perception, it may be helpful to emphasize the growing numbers of people opting to do without a dryer (everyone wants to be part of a trend!). Some might be dazzled by the array of products available: a clothesline is no longer just a rope stretched between two trees! And for those who just can't bring themselves to hang things outside, it may be worth remembering that there are lots of ways to dry things inside too, even in small spaces.

- Clotheslines and accessories can make great door prizes for events!
- Like so many energy-saving actions, line-drying laundry has many additional benefits. Clothing lasts longer when it is not subjected to dryer heat, and smells fresher after hours in the sunshine, too. While it may take longer to hang things on a line, it's also a chance to be outside enjoying sunshine and fresh air oneself! And, of course, using less electricity saves money.
- Consider displaying some or all of the following near your information table:
 - Clothespins
 - Folding drying rack
 - Vinegar (great for freshening laundry!)
 - Brochure or printout of price list from http://www.clotheslineshop.com/mm5/merchant.mvc?Screen=CTGY&Store_Code=C&Category_Code=OCI, showing range of products available