



THE ANNUAL

MARKS & SPENCER

PENNY BAZAAR

Be a part of Marks & Spencer's Plan A,
because there is no Plan B.

Approximately 500,000 tonnes or 1 billion items of clothing are sent to landfill each year - that's 114,000 per hour. Neither the planet's landfill sites, nor its resources, are infinite and we know that placing unwanted clothing items into the bin (and therefore into landfill) when they could be recycled or re-used – is not sustainable. We hope this project will help see a move away from 'disposable' fashion where we throw away clothes when we've had enough of them.

Plan A is M&S's environmental and ethical programme which aims to make M&S the world's most sustainable major retailer by 2015. M&S has committed to help customers recycle over 20 million items of clothing a year by 2015.



We're not asking you to stop buying clothes, rather aiming to create a 'buy one, give one' culture, where reusing, recycling or reselling old clothes becomes the norm. Half a million tonnes of clothing end up in UK landfill every year and we all agree this can't continue. So instead of storing up problems for tomorrow, M&S is calling on the UK to breathe new life into and reuse old wardrobe favourites. (www.plana.marksandspencer.com)



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The Annual Penny Bazaar has been designed as an extension of our Shwopping project, so that the whole of the UK can get involved in our Plan A scheme and actively help to reduce landfill waste.

It is a non-profit event held on the first week-end of April every year. All left over pennies will be donated to Oxfam. The idea is to clear out your old clothes and find new items at the bazaars for just a penny! This event has been designed so that people from all demographics can get involved.

As a traditionally British brand, we want to bring communities together so everybody can be a part of The Annual Penny Bazaar, even if you don't already shop in Marks and Spencer.

You can pick up a bazaar pack and tote bag for **300p** in Marks & Spencer's stores or download extra promotional materials from the official Penny Bazaar website.



Share your event online by using **#pennybazaar** on social media.

Also tell us about your event via the penny bazaar website so we can add it our map and encourage more people in your area to get involved!

<http://karakibble.wix.com/theannualpennybazaar>

Or, scan the front of this leaflet with the **layar** app to access the website on your mobile.

