

PRESS RELEASE

COVENT GARDEN ANNOUNCES PARTNERSHIP WITH EVERY CAN COUNTS AHEAD OF EARTH DAY 2023

19th April 2023

In celebration of Earth Day on Saturday 22nd April, **Covent Garden** has announced it is partnering with **Every Can Counts** to create an eye-catching installation to raise awareness around the importance of recycling.

Covent Garden, the sustainable neighbourhood of the West End, is working with the non-for-profit recycling programme '**Every Can Counts**' for a second time to create '**The #EveryCanCounts CANvas**'. Made up of over 700 drink cans, the installation will be on display on the North Piazza from Wednesday 19th April, and ahead of the weekend it will be brought to life by renowned street artist, **Jimmy C**.

From 10am on Thursday 20th April, visitors will be able to watch and enjoy Jimmy C create a bespoke Earth Day design across the display.

The aim of the 'CANvas' installation is to raise awareness of the infinite recyclability of aluminium, whilst encouraging people to recycle their drink cans wherever they are – as when recycled, each and every empty can could be back on sale as a brand-new can in just 60 days.

As part of the project, Every Can Counts will also be running a hashtag prize draw where passers-by are invited to post a photo of the installation on social media with the #EveryCanCounts hashtag and Every Can Counts tag on Instagram, Facebook or Twitter for the chance to win a £100 One4All Gift Card.

The installation also champions Covent Garden's 2023 Sustainability Pledge to become **Net Zero Carbon by 2030** in addition to other celebrations it has planned for Earth Day, where several of its retail destinations will be offering sustainable activities and incentives to visitors.

Mulberry has introduced the 'Made to Last' initiative, offering customers an opportunity to trade in their existing bags for credit towards a brand new one at their Covent Garden boutique. The traded-in bags will be authenticated and restored by experts to sell to a new owner. Fashion and beauty lovers can also visit **Radley London**, which has introduced a new leather style offering certified by the Leather Working Group, whilst **L'Occitane** is offering eco-friendly product refills and is committed to using 100% recycled plastic bottles. Additional retailers employing reuse, recycle and refill initiatives include **Charlotte Tilbury, Reformation, Apple, GANNI** and **A.P.C**

Covent Garden is the perfect green and pedestrianised space to explore in the heart of London, home to over 1,000 plants and attracting 25 different bee-friendly species, and is committed to continuing to build its sustainability credentials in 2023.



-Ends-
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About Shaftesbury Capital PLC:

Shaftesbury Capital PLC (“Shaftesbury Capital”) is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line.

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Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

About Covent Garden:

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafes.

www.coventgarden.london