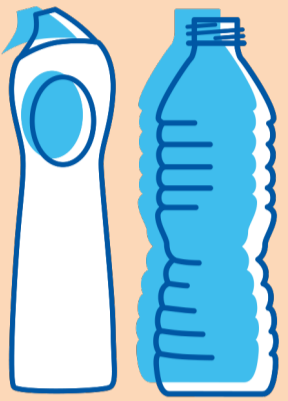


# Get on board the litter boat and help rid Manchester's waterways of rubbish



**100l**  
of plastic bottles  
removed  
in 1 hour

The River Irwell has four tributaries: the rivers Roch, Croal, Irk and Medlock. And along those rivers are parks, paths and picnic areas. Litter from these areas is blown into the water, and can become lodged on river banks and parts of the river that are inaccessible by foot.

Enter the 'Irwell Pride', APEM's purpose-built litter collecting boat. For over a decade, the APEM team have been undertaking regular litter collections in the city centre, clearing the upper Manchester Ship Canal and River Irwell from Salford Quays to Victoria Station.

And now's your chance to get on board! We're offering advertising and sponsorship potential to local businesses and community groups, with an opportunity to help the environment and boost their ESG credentials.



## Here's how much the APEM team collected in one hour:



Imagine how much your company could clear if you committed one morning per month!  
Sponsorship can include:

### The route:

The 'Irwell Pride' is housed in Salford Quays and operates between Old Trafford stadium and the city centre, passing numerous business and residential hubs including Media City, Castlefield, Spinningfields, The Lowry Hotel and Victoria Station.

- Space on the boat for two volunteers from your company or group
- Exclusive rights to 12m<sup>2</sup> of advertising space on the litter boat
- Dressing the entire vessel with a range of eye-catching advertising and promotional material
- Publicising your environmental awareness up to seven days a week
- One-off or regular sponsorship



For more information, specifications and safety details, email us at [litterboat@apemltd.co.uk](mailto:litterboat@apemltd.co.uk) or view our web page [here](#).