

WEEK OF ACTION
28TH MARCH - 4TH APRIL

**CLEAR
LANDMINES**

NOW.COM



Why Clear Landmines Now.

It is estimated that across the world every day 11 people* are killed or injured by a landmine explosion.

Clear Landmines Now is a campaign by MAG (Mines Advisory Group), one of the world's leading humanitarian mine clearance organisations. Since 1989 MAG has worked in over 40 countries working to clear landmines and unexploded bombs, making communities safe and allowing people to live without fear, once the fighting has stopped.

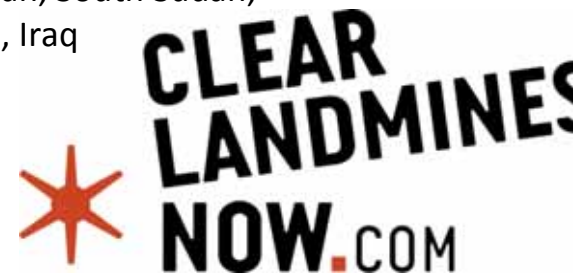
MAG's impact in the field is vast, but there is still much to be done. In some countries landmine use is on the increase and conflicts such as that which took place in Libya last year mean the need for MAG exists now more than ever, as a vital first step in making land safe so other development agencies can access people in need. Through the Week of Action you can raise awareness of MAG's work and come together with those who share our vision of a mine free world.

The money that you raise through taking part in Clear Landmines Now will help MAG to save the lives of civilians living in danger; people who are living with explosive weapons, often quite literally, on their doorsteps. Your efforts will make a real contribution in helping us to return more safe land to people who desperately need it, giving them safe access to agricultural areas, schools, wells, health clinics and other essential resources.

MAG is co-laureate of the 1997 Nobel Peace Prize for recognition of its work with the International Campaign to Ban Landmines.


MAG currently has operations in 16 countries, including Cambodia, Vietnam, Lebanon, Lao PDR, Sudan, South Sudan, Democratic Republic of Congo, Republic of Congo, Libya, Sri Lanka, Angola, Chad, Somalia, Colombia, Iraq and Burundi.

*Landmine Monitor 2011




The difference you'll make.

*
£15 could clear 10 m² of
land *



*
£120 could help clear 80
m² of land *



*
£75 could sponsor a
fully trained and
equipped deminer for a
week (image) *



*
£66 could fund a Mine Detection dog and
handler for one day (picture of said dog)



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Ways to Clear Landmines Now.

There are many ways to join the campaign and make your mark, and we guarantee that whatever you do it will make a difference to a community devastated by conflict. Here's a few of our favourite ideas, but feel free to come up with your own.

- * **Host a Safe Sock Day.** Buy your red MAG socks and wear them for the day, getting everyone you know to join you. Don't forget to high-five anyone else you see in red socks during the Week of Action; they've joined the campaign too! Socks are available from www.maginternational.org/shop.
- * **Organise a dinner.** Invite some friends round for a meal or even just drinks and nibbles; and ask for a donation to be there and sample your wonderful cooking with a conscience!
- * **Hold a cake sale at uni, college or in the office.**
- * **Sign up to a UK or overseas MAG challenge.** There's plenty to choose from, from Cycling Death Valley to a Great North Run, or a parachute jump or a big long walk.
- * **Make a life-saving donation.**

Visit www.maginternational.org/getinvolved for more ideas and events

For information on fundraising regulations in relation to collections, lotteries & raffles, visit www.frsb.org.uk or call the MAG office.



Join our Safe Socks Day on ____/____/____

Purchase your socks from _____

£3 per pair

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For every pair of Safe Socks sold, MAG can clear 2 square metres of land, making it free from landmines and other dangerous explosives.

Putting the money to good use.



The easiest way to get your hard earned money to MAG is by donating it online at www.maginternational.org/donate. Don't forget to leave us a message in the comments box telling us what you did to Clear Landmines Now.



Or, bank it and send a cheque made payable to MAG, to 68 Sackville Street, Manchester, M1 3NJ. Please write 'CLN' on the back.



Give the MAG office a call and we can take your donation from a credit or debit card over the phone. Call 0161 238 5486.



Thank you. The money you have raised will go a long way in helping to Clear Landmines Now.

Name:

Address:

Postcode:

Telephone:

Email:

I enclose a cheque made payable to 'MAG' (tick) or please debit my MasterCard / Visa / Maestro / Switch / Solo / Delta/ CAF card

Card number _____ Expiry date: / Issue (Switch only) Amount: £

Security code (last 3 digits on the reverse):

Signed:

Date:

Data Protection: Your privacy is important to us. MAG will process your data in relation to its activities as a UK-based charity. We may, in future, contact you with newsletters, appeals and information about events and offers. Please tick if you do not wish to receive marketing materials by post email telephone . MAG occasionally shares supporter data with other, similar organisations - please tick here if you would prefer us not to . By providing your contact details (eg address, telephone number, mobile phone number, email address) you consent to MAG contacting you by those methods unless otherwise stated.



What will **you** do to
Clearlandminesnow.com?

Find us on Facebook (MAG), Flickr (Clear Landmines Now) & Twitter (@magsaveslives) to follow the campaign

Clear Landmines Now is a campaign by MAG. 68 Sackville Street, Manchester, M1 3NJ. E: clearlandminesnow@maginternational.org Tel: 0161 238 5486
Registered charity 1083008