

# milkshake™

*all that's good*



## Clean The World... One Hotel At A Time

You probably don't think twice about what happens to the soap you quickly open and use once, when staying in a hotel. The next morning another beautifully wrapped soap appears at your sink.

Well, an organization called **Clean the World** realized that those soap remnants ended up in already overflowing landfills and contaminate fragile groundwater systems. They created a platform to collect the soap fragments from hotels, recycle and then distribute them to impoverished countries worldwide and to domestic homeless shelters.

More than 600 hotel partners in North America are involved with the Clean the World soap recycling program, including The Walt Disney World Resorts, Caesar's Entertainment, Mandarin Oriental and select Ritz-Carlton, Hyatt and Westin Hotels and Resorts properties. More than 80 of the hotel partners are in Canada, including recent deals with Fairmont Chateau Lake Louise, Lakeview Resorts & Hotels, Bellstar Hotels & Resorts and Canalta Hotels.

In less than two years, Clean the World has collected and distributed more than 6 million soap bars to families in need throughout the United States and more than 40 countries worldwide, including 1.5 million soap bars to Haiti. Take a look at a video they just completed about their recent soap distribution efforts in Haiti.

We thought of a great way to cross off one more gift on your list while making an impact... Send someone the gift of beautiful soap (a sustainable soap such as **LATHER** is a good choice) and with that gift also include a donation in the recipients name to Clean the World. That way they are not only getting a great soap of their own, but they are also giving it to those who really need it!

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