

## SAMPLE COPY FOR NEWSLETTERS

Here is some suggested copy to promote the Safe Car Wash App in your newsletter. We suggest you accompany the newsletter story with one of our Safe Car Wash App images which you can download from our Box file [here](#):

### End modern slavery at hand car washes

There are thousands of hand car washes across the UK. You probably pass one every day. While many of these are legitimate businesses, some are run by unscrupulous people determined to exploit their workers to make as much money as possible. In these instances, these workers may be victims of modern slavery.

The Clewer Initiative's Safe Car Wash App enables anyone who has contact with hand car washes to identify and report slavery. By asking a series of questions related to the indicators of modern slavery, the app assesses if there is a high likelihood that modern slavery is occurring at the hand car wash. If modern slavery is likely, the user can submit a report to the Modern Slavery Helpline at the touch of a button.

First launched in 2018, the Safe Car Wash App has been downloaded over 31,000 times, resulting in more than 7,800 reports. Following feedback from users, improvements have been made to the app. Users no longer need to submit any personal details before filing a report. Importantly, reporting slavery and ending exploitation is now easier as users can submit a report at the click of a button. Additionally, numerous changes have been made that make the data gathered more useful to law enforcement agencies.

Download the [Safe Car Wash App](#), file a report, and help end modern slavery at hand car washes.

## SAMPLE COPY FOR SOCIAL MEDIA

Here are some suggested social media posts to promote the Safe Car Wash App on your channels. We recommend that you accompany these posts with the [Safe Car Wash App graphics](#) we have created. We have included examples of the graphics in the post of each section.

To help raise the visibility of modern slavery, please use the hashtag #ModernSlavery. We would be grateful if you can mention the Clewer Initiative in your social media posts. Please see links to our channels:

- Facebook: <https://www.facebook.com/theclerinitiative>
- Twitter: <https://twitter.com/thecler>
- Instagram: <https://www.instagram.com/theclerinitiative>
- LinkedIn: <https://www.linkedin.com/company/clewer-initiative/>

Please edit the copy to suit your organisation.

Can you spot the top 5 signs of labour exploitation at a hand car wash? 🚗

@thecler's Safe Car Wash App can help, with a series of questions and easy reporting.

Download the app for free → <https://theclewerinitiative.org/safe-car-wash>



 **DOWNLOAD THE APP**  
Safe Car Wash

 **WE SEE YOU.**  
THE CLEWER INITIATIVE

Is there exploitation at your local hand car wash?

Download @theclewer Safe Car Wash App and submit a report

<https://theclewerinitiative.org/safe-car-wash>



 **DOWNLOAD THE APP**  
Safe Car Wash

 **WE SEE YOU.**  
THE CLEWER INITIATIVE

If your car wash costs £5, but there are six people working on it, that could be exploitation.

Download @theclewer's Safe Car Wash App and flag any concerns you have about potential modern slavery → <https://theclewerinitiative.org/safe-car-wash>



 **DOWNLOAD THE APP**  
Safe Car Wash

 **WE SEE YOU.**  
THE CLEWER INITIATIVE

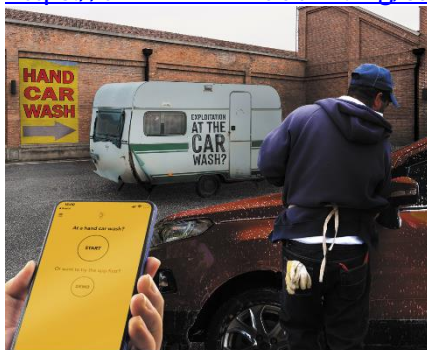
#modernslavery takes place at some hand car washes. We need your help to identify and end it 🙏

Download @theclewer's Safe Car Wash App and report any concerns you have about potential exploitation <https://theclewerinitiative.org/safe-car-wash>



#ModernSlavery is happening at some hand car washes in towns and cities across the country. And it may be closer to you than you think.

Learn how to spot the signs with @theclewer's Safe Car Wash App → <https://theclewerinitiative.org/safe-car-wash>



Many hand car washes are legitimate, but some are not.

@theclewer's Safe Car Wash App is helping end #modernslavery at hand car washes. If you visit a hand car wash, always report.

Download for free <https://theclewerinitiative.org/safe-car-wash>



 **DOWNLOAD THE APP**  
Safe Car Wash

 **WE SEE YOU.**  
THE CLEWER INITIATIVE

Does this sound familiar at your local car wash?

- ⌵ Intimidating management
- ⌵ Staff wearing little or no PPE
- ⌵ Staff living onsite
- ⌵ Too cheap
- ⌵ Under-aged workers

Download the Safe Car Wash App to stop #ModernSlavery and exploitation in your community <https://theclewerinitiative.org/safe-car-wash>

#ModernSlavery is happening at hand car washes up and down the country.

Know the signs. Submit a report. Help end exploitation.

Download @theclewer Safe Car Wash App <https://theclewerinitiative.org/safe-car-wash>



 **DOWNLOAD THE APP**  
Safe Car Wash

 **WE SEE YOU.**  
THE CLEWER INITIATIVE