

PRESS RELEASE

Thursday 14th January 2010

The current snow has a positive effect on people's New Years Resolutions – they are lasting longer with people who are trapped at home thanks to the snow.

A third of people who make New Years Resolutions give up by the end of January. 25% of people have given up by the second week of January.

However, thanks to the unexpected snow and ice keeping people at home and trying to find ways to pass the time, an estimated 6 million people who decided to de-clutter as a New Years Resolution will be using the unexpected time at home to get a really good start on their New Years Resolutions.

For one company this has meant that the unwelcome snow has not hindered it's recovery from the recession.

The Clutter Clearing Consultancy (www.clutterclearing.net) run by former clutterholic Clare Baker has seen a ten fold increase in the number of FREE top tip subscribers on it's website during the hours of 9 – 5pm when traditionally at this time of year it would see people subscribe predominately in the evenings and weekends.

'It's bizzare' says Clare. 'My consultants and I can't get out of our homes to get to clients homes to help them de-clutter in person, yet the number of calls, enquiries, sales of our on-line eBooks and telephone coaching have soared as a result of the snow. It seems people who are now fed up with having an enforced day off work, made all the snowman's they want to make, stockpiled food and had enough of the neighbours are getting down to something more practical and long lasting.'

Clare continues:

Normally we see a rush of enquiries, subscribers and sales in the week between Christmas and New Year, then the first week of January which coincides with people making their New Years Resolutions. However, this year it's continued this week and the only explanation we can think of is the snow.'

Clare and her company, The Clutter Clearing Consultancy has consultants who help people with excessive clutter throughout the whole of the UK and has been helping people since 2002. Clare says that she's used to people finding unusual finds amongst their clutter, including pickled monkeys, a Beatrice Potter 1st edition (worth £6,500) and a tin of soup from 1947.

'I expect we'll find that during this period of extreme weather, people will get a better start on their New Years Resolutions and increase the likelihood of them succeeding with them' says Clare 'which can never be a bad thing if it's related to de-cluttering and getting more organised. Most people can relate to that feeling of relief and positivity that a good clear out can give you, and with the weather becoming tedious now, it's a feeling worth aiming for.

The ethos of Clare's company is to help people clear their clutter – wherever they live, whatever their budget. Clare believes that helping people clear their clutter is not about doing it for them, it's about enabling them to make the decisions and giving them a process to follow – 'after all, it's not my place to make judgements on other people's belongings. What to me may be a worthless piece of paper may be to someone else a last letter from a loved on. How am I to know or be able to put an emotional value on that piece of paper? My job is to enable people to give themselves choices and options, rather than limiting it to a choice between keeping it to putting it out for the rubbish' says Clare.

'We've helped lots of people in lots of different ways. One person found a first edition Beatrice Potter book which was valued at £6,500. One lady contacted us because she'd received a quote for an extension to her house – primarily to create more storage space for her clutter, but after our help she didn't need it. One lady realised that her clutter was actually her way of trying to get someone out of her life - hoping that he'd reach a point of having had enough, but unfortunately he didn't. We've even had clients who have been on the telly programmes and found that the help didn't last so they need help to do it themselves.'

We not only help people de-clutter but we also help people get access to local services, charities and recycling information to help them pass on their clutter or get it valued. It's not as simple as deciding 'to keep' or 'to throw away.

If you would like to do an interview with Clare about New Years Resolutions, de-cluttering during the snow, top tips, advice, phone-ins etc, please call one of the following numbers to book.

0777 5897955

01295 275030

0203 3030 152

Notes to editors:

1. Clare Baker set up and runs The Clutter Clearing Consultancy – www.clutterclearing.net.
2. Clare Baker can be contacted on 0777 5897955, 01295 275030, 0203 3030 152 or 01604 269 129.
3. Clare Baker is available for interviews, discussions, phone-ins etc on clutter clearing issues.
4. Clare Baker has contributed to articles on the issue of clutter for many well known magazines, newspapers and radio stations. (visit www.clutterclearing.net/Radio-press.asp to see a list of BBC Radio stations)
5. The Clutter Clearing Consultancy has a weekly FREE top tip that people can sign up for on-line at <http://www.clutterclearing.net/toptips.asp>