

DAVID CASSIDY CAMPAIGNING TO KEEP BRITAIN TIDY



International pop idol David Cassidy is joining the campaign to Keep Britain Tidy. When he arrives there next month for his career tour, he'll urge young people to "Cherish your country".

David, who will also star in a series for TV's "The Partridge Family" which is described as "the biggest thing to hit America", now holds a series of live and TV dates in England early in March for a series of London and Manchester concerts and TV shows.

And one astounding item in his exotic wardrobe will be an orange tee shirt carrying the slogan "Keep Britain Tidy".

David has already told the Keep Britain Tidy Group, the country's official agency to litter prevention, that he's "keen" to support the campaign in any way he can.

"Litter pollution is a really bad problem in parts of America. I'd hate it to reach the same state in Britain," he said.

"I think it's important that young people in England realize they're not a beautiful country and that every time they drop litter they're helping to spoil it. Thousands of them will see the shows on this tour, so it seems a good way of getting across the important message to "Keep Britain Tidy".

David hopes to put over his anti-litter views during television and radio appearances and via a full-color poster campaign in which he asks young people to "Cherish your country - Keep Britain Tidy".

He is one of a number of show business stars, past and present, to lend his support to the Keep Britain Tidy campaign, which seeks to persuade people that litter is "ugly, dirty and illegal". ★