

PRESS RELEASE

Monday 17th December 2007

De-cluttering is the third most popular New Years Resolution - closely linked to those who want to find the partner of their dreams

According to a new survey, 1 in 5 of us will make a New Years Resolution to clear our clutter and more than half of us will fail to succeed. But those of us who also want to find love in 2008 are more likely to succeed.

'We get lots of calls in January especially from single people who want help with their clutter in order to achieve another popular New Years Resolution - to meet the partner of their dreams. They realise that maybe their cluttered homes are not the ideal place to invite a potential life partner back to. When people decide they want to meet a partner then they tend to start imagining their homes through a visitors eyes, and that's when they realise what other people might see and suddenly there's a sense of purpose to de-cluttering' according to Clare Baker from the Clutter Clearing Consultancy. 'When we want to be attractive to a partner, dirty clothes on the floor, used plates and saucepans in the kitchen, paperwork and bills all over the dining room table, gifts and letters from previous partners and no where to cuddle up on the sofa in front of the telly would, for many people, suggest that this person isn't ready to share their home or space with someone else. If you don't take at least a little pride in your home and your clutter is out control, what does that say about you?'

For women going into a mans home for the first time and seeing his clutter everywhere it can make them think they're going to end up being a substitute cleaner or mother. Suddenly one visit is enough and that headache suddenly appears so you have to leave quickly. De-cluttering and finding love go hand in hand'.

People start the year with good intentions, but many don't succeed. Our survey shows that over 85% of us (86.8%) have had our clutter for more than a year, with over 17% (17.6%) of us having had it more than 5 years. 'Our record so far is someone who has had their clutter for 32 years'.

77% of us will receive at least 1 Christmas gift that we will throw away, with 8.2% of us receiving 10 or more unwanted gifts.

Christmas and clutter can be made more stressful with over ¾ of us (76.3%) receiving comments from friends, families, partners and colleagues about our clutter.

Clare's 3 top tips for succeeding with a New Years Resolution if you plan to de-clutter are:

1. Get clear about what you want to achieve by de-cluttering. You know you don't want your clutter, but what do you want instead? Is it a gorgeous man feeding you grapes while you lie on the sofa? Maybe you need to be able to see the sofa then.
2. Never do more than 2 hours in any one de-cluttering session - otherwise it'll turn into a weekend blitz.
3. Make sure you actually reduce the amount of clutter you have rather than creating piles of clutter. Don't think you can simply hide it all in the cupboards - It's only natural for new partners to get 'curious' about what's in the cupboards when they come to stay for the first time.

Notes to editors:

1. Further information, photographs etc available on request.
2. Clare Baker can be contacted on 0777 5897955.
2. Clare Baker is available for radio interviews, discussions, phone-ins etc on clutter clearing issues.

3. Clare Baker has contributed to articles on the issue of clutter for many well known magazines, newspapers and radio stations. (visit <http://www.clutterclearing.net/news.htm> to see a full list)
4. The Clutter Clearing Consultancy is the only clutter clearing business that offers workshops and courses on how to clear your clutter.
5. Clare teaches people to clear their clutter in several ways — either by providing a home consultation or by people attending one of her one day workshops evening seminars or buying her unique workbooks to help people get started and find a process to follow.
6. Clare Baker runs The Clutter Clearing Consultancy — www.clutterclearing.net.