



# 2025

# **INTERNATIONAL CLEANING WEEK**

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ISSA Canada Promotional Partner Toolkit



## **Thank you for partnering with ISSA to promote and celebrate International Cleaning Week!**

International Cleaning Week (ICW) is March 23-29, 2025. The week represents a unique opportunity to celebrate the value of clean, spotlight essential front line cleaning industry professionals, and raise public awareness of what your industry is doing to create healthy environments for workers and customers.

This toolkit includes resources to help you spread the word about International Cleaning Week:

- **ICW Logos and other Promotional Imagery**
- **Sample Social Media Posts for [LinkedIn](#), [Facebook](#), and [X](#)**
- **Sample Newsletter Copy**
- **Social Media Cards**
- **ICW Signature Blocks**
- **ICW Virtual Backgrounds**

## ICW Logo



# Promotional Imagery for Your Campaigns

Download ICW logos and other imagery for your promotional use [here](#).



*ISSA Canada members can access additional insights as part of the newly updated Value of Clean® Report.*



# ICW Imagery Social Media

Download ICW logos and other imagery for your promotional use [here](#).



# ICW Social Media Cards

Download ICW logos and other imagery for your promotional use [here](#).



# ICW Virtual Background

Download ICW video backgrounds [here](#) to show your support of this special week.



# ICW Email Signature Blocks

Download ICW signature blocks [here](#) to show support of this special week.





# Sample Newsletter Copy

Add the ICW logo and the sample copy below to your newsletter, website, or other promotions.

([Insert Company/Association](#)) has joined ISSA Canada, a division of ISSA, the worldwide cleaning and facility solutions industry association, in celebrating International Cleaning Week, March 23-29, 2025. The week represents a unique opportunity to celebrate the value of clean, elevate fellow cleaning industry professionals, and raise public awareness to the industry's commitment to maintaining healthy environments for workers and customers.

We encourage you to spotlight your own cleaning professionals and your company's commitment to safe and healthy spaces. Take a picture of your crew celebrating, and share it on social media using [#internationalcleaningweek](#). Find out more at [www.issa-canada.com](http://www.issa-canada.com).

Together, let's celebrate and highlight the important role the cleaning industry plays in keeping people safe and healthy.

# Sample Social Media Posts

Use the ICW logos and other imagery to pair with social media posts.

## Tag Us on Social Media!

[@ISSACanada](#) on LinkedIn and Facebook

[@issashowcanada](#) on X

[@ISSA](#)—The Worldwide Cleaning Industry Association on LinkedIn and Facebook

[@issaworldwide](#) on X and Instagram

**Facebook/LinkedIn:** International Cleaning Week (March 23-29) is just around the corner! This week celebrates our dedicated cleaning professionals and their impact on public health and safety. Share your stories and join us in highlighting their hard work. Learn more at [www.issa-canada.com](http://www.issa-canada.com) #internationalcleaningweek

**X:** International Cleaning Week is coming! Join us March 23-29 to celebrate cleaning professionals who keep our world safe. #internationalcleaningweek [www.issa-canada.com](http://www.issa-canada.com)

**Facebook/LinkedIn:** Did you know that absenteeism from illness costs businesses billions each year? Proper cleaning and hygiene practices can help reduce cases of illness and support productivity. Get ready for International Cleaning Week! Learn more at [www.issa-canada.com](http://www.issa-canada.com) #internationalcleaningweek

**X:** Illness costs businesses billions. Clean spaces = healthier workplaces. International Cleaning Week starts soon! #internationalcleaningweek [www.issa-canada.com](http://www.issa-canada.com)

**Facebook/LinkedIn:** Did you know that the majority (92%) of customers consider cleanliness an important factor when deciding whether to be a repeat customer? That's one of many reasons why ([Company Name](#)) is celebrating International Cleaning Week! Learn more at [www.issa-canada.com](http://www.issa-canada.com) #internationalcleaningweek

**X:** 92% of customers care about cleanliness. We do too! International Cleaning Week starts soon. #internationalcleaningweek [www.issa-canada.com](http://www.issa-canada.com)

## During International Cleaning Week

**Facebook/LinkedIn:** International Cleaning Week has officially begun! Share photos, videos, and anecdotes about your hardworking cleaning professionals with #internationalcleaningweek now through March 29! Learn more at [www.issa-canada.com](http://www.issa-canada.com)

**X:** International Cleaning Week is HERE! Share your cleaning hero stories with #internationalcleaningweek [www.issa-canada.com](http://www.issa-canada.com)

**Facebook/LinkedIn:** Maintaining clean and healthy spaces is vital in keeping our workers, customers, and the public safe and healthy. Showcase your company's dedication to cleanliness during this year's International Cleaning Week (March 23-29). Learn more at [www.issa-canada.com](http://www.issa-canada.com) #internationalcleaningweek

**X:** Clean spaces = safe spaces. Celebrating our cleaning heroes this week! #internationalcleaningweek [www.issa-canada.com](http://www.issa-canada.com)

**Facebook/LinkedIn:** Did you know that cleaning and disinfection of surfaces, when combined with hand hygiene, reduces virus concentrations by 85.4%? Cleanliness is an everyday essential. Join us in promoting International Cleaning Week and shine a spotlight on the importance of the cleaning industry! Learn more at [www.issa-canada.com](http://www.issa-canada.com) #internationalcleaningweek

**X:** 85.4% virus reduction through proper cleaning! Celebrating cleaning professionals this week. #internationalcleaningweek [www.issa-canada.com](http://www.issa-canada.com)

**Facebook/LinkedIn:** International Cleaning Week is coming to an end soon! Now is your chance to highlight your hardworking cleaning professionals and spotlight their value! Learn more at [www.issa-canada.com](http://www.issa-canada.com) #internationalcleaningweek

**X:** Last day to celebrate our cleaning heroes! Thank you for keeping our world clean and safe. #internationalcleaningweek [www.issa-canada.com](http://www.issa-canada.com)