



International Cleaning Week

2026

ISSA Canada 
Promotional Partner Toolkit



Think ahead.



Canada



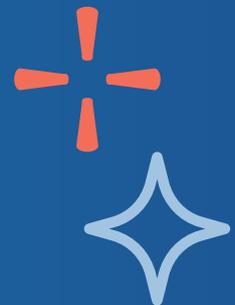


Thank you for partnering with ISSA Canada to promote and celebrate International Cleaning Week!

International Cleaning Week (ICW) is March 22-28, 2026. 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**
- **Sample Newsletter Copy**
- **Social Media Cards**
- **ICW Signature Blocks**
- **ICW Virtual Backgrounds**



ICW Logo

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



Promotional Imagery for Your Campaigns

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

In a single day, a typical adult will touch **7,200 surfaces**¹ and their face **552 times**².

1. Zhang et al. 2018 Kwok et al. 2015.
2. A frequent habit that has implications for hand hygiene Kwok, Ter Lee Angeli et al. 2015. American Journal of Infection Control, Volume 43, Issue 2, 112 - 114.



#internationalcleaningweek
issa-canada.com

The commercial cleaning industry employs **2.2 million** people worldwide.

<https://ipeds.co/cleaning-industry-stats/>



#internationalcleaningweek
issa-canada.com

86% of Canadian workplaces have enhanced their cleaning practices.

<https://www150.statcan.gc.ca/n1/pub/82-003-x/2021011/article/0002-eng.htm>



#internationalcleaningweek
issa-canada.com

Canadians face **220,000 Healthcare Acquired Infections** per year.

<https://cupi.ca/health-care-associated-infections-background-and-fact-sheet>



#internationalcleaningweek
issa-canada.com

1100+ Canadian schools and almost **500,000 students** have participated in litter clean-ups and environmental activities.

<https://ecoschools.ca/wp-content/uploads/2024/09/National-Impact-Report-2023-24.pdf>



#internationalcleaningweek
issa-canada.com

91% of Canadian workplaces cite handwashing as an infection control practice.

<https://www150.statcan.gc.ca/n1/pub/82-003-x/2021011/article/00003-eng.htm>



#internationalcleaningweek
issa-canada.com

“92% (of industrial operators surveyed) claim that having a hygienic workplace gives them a peace of mind.”

- Georgia-Pacific Professional Industrial Segment Hygiene Story



#internationalcleaningweek
issa-canada.com

In Canada **1 out of every 9 patients** will acquire an HAI during their hospital stay.

<https://cupi.ca/health-care-associated-infections-background-and-fact-sheet>



#internationalcleaningweek
issa-canada.com



ISSA Canada members can access additional insights as part of the [Value of Clean® Report](#).

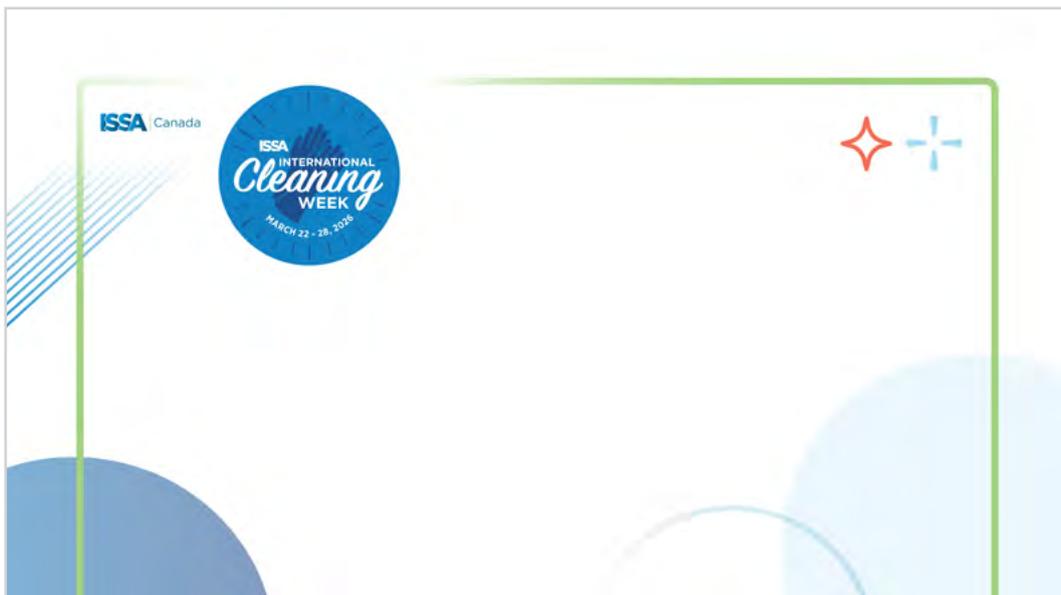
ICW Social Media Cards

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



ICW Virtual Background

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



ICW Email Signature Blocks

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



ICW Imagery Social Media

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



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 association for the cleaning and facility solutions industry, in celebrating International Cleaning Week, March 22-28, 2026. This special week offers a meaningful opportunity to celebrate the value of clean, spotlight the dedication of cleaning industry professionals, and raise awareness of the industry's vital role in maintaining healthy, safe spaces for everyone.

We encourage you to highlight your cleaning teams and your company's commitment to cleanliness, safety, and sustainability. Share a photo of your crew celebrating on social media using #internationalcleaningweek. Learn more at www.issa-canada.com.

Together, let's shine a light on the important work the cleaning and facility solutions industries carry out to support public health and well-being.



Sample Social Media Post

Please be sure to tag ISSA Canada on social media!

@ISSACanada on LinkedIn and Facebook

#InternationalCleaningWeek
#SpotlessSpacesCompetition

Before ICW

Facebook/LinkedIn: International Cleaning Week (March 22-28) 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 [#internationalcleaningweek](https://www.instagram.com/issa-canada)

Facebook/LinkedIn: 3 in 4 Americans have changed their cleaning routines to improve personal and family health, according to the latest ACI survey. This year, make cleaning for health a habit that lasts! Learn more this March 22-28, 2026 during International Cleaning Week at www.issa-canada.com [#internationalcleaningweek](https://www.instagram.com/issa-canada)

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 ([Your Company Name](#)) is celebrating International Cleaning Week! Learn more at www.issa-canada.com [#internationalcleaningweek](https://www.instagram.com/issa-canada)



During International Cleaning Week

Facebook/LinkedIn: International Cleaning Week has officially begun! Share photos, videos, and stories about your hardworking cleaning professionals with #internationalcleaningweek now through March 28!

Learn more at www.issa-canada.com

Facebook/LinkedIn: In a single day, the average adult touches 7,200 surfaces—and their face 552 times!

That's why regular hand washing and surface cleaning are so important for preventing the spread of germs and supporting public health.

Learn more about the power of clean during International Cleaning Week, March 22–28, 2026, at www.issa-canada.com #internationalcleaningweek

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 #internationalcleaningweek

Facebook/LinkedIn: International Cleaning Week may be wrapping up, but our commitment to clean never ends! Let's keep championing the power of clean and celebrating the hardworking professionals who make healthy spaces possible—all year long. Learn more at www.issa-canada.com #internationalcleaningweek

