

I will lend one of my DVDs to 3 friends but only if 100 other people in the UK will lend a DVD to three of their own friends.

– Tim J, Lucky guy who owns lots of stuff

More details: We're all drowning in stuff -- buying more and more, using up the resources that made the stuff, keeping it without using it, and then landfilling up the world.

It would be nice to share a bit more. But most of us don't do it because...well, because we don't get around to it, or because it's not convenient, or because we're worried that people won't treat our stuff well.

So how do we start to change this? Not with a general, vague intention, but by picking one simple thing we can lend to each other that's owned by just about everyone, relatively low value, easily replaced, and rarely used....DVDs.

The average British household has 13 DVDs. You probably have more than that. Wouldn't it be nice to share the wealth with some friends?

To take part in this pledge, all you have to do is agree to pick 3 of your DVDs and lend them to someone you know.

If you say yes, it will: - Make the world a slightly happier place - Cement friendships with people you like, whether they're neighbours, work colleagues or whatever - Take the first step towards consuming a bit less and sharing a bit more.

I'm working on a web thing that will help you keep track of what you lent to who. If you sign up to the pledge, I'll be happy for you to try it!

Happy lending...

Tim J

Text **pledge lenderound** to 60022 (UK only) or pledge at www.pledgebank.com/lendaround

This pledge closes on **31st December 2008**. Thanks!

Remember, you only have to act if 100 other people sign up – that's what PledgeBank is all about.

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