

Public Service Announcement

April 01, 2014

City of Edmonton

'Snow' denying it's litter clean up time

Spring has officially sprung in Edmonton, and with the receding snow comes an accumulation of litter in our parks, walkways and streets. Registration is now open for the Capital City Clean Up Adopt a Block program, and there's no better time than now to adopt a block in need.

The Adopt a Block program is an important component in reducing citywide litter during the spring and summer months. Residents are asked to maintain a block or other area by cleaning it at least once a week over a four-month period. Individuals and families, neighbours and coworkers can adopt a block together.

Registered volunteers may choose the block around their business or residence, but can also choose other areas such as lots, walkways or neighbourhood parks.

Volunteers will receive a cleanup starter kit. It includes all the materials needed to keep a block clean as well as a travel mug from founding partner Tim Hortons.

Register today by calling 311 or visiting the [Adopt a Block webpage](#). Registration closes April 30, 2014.

The Capital City Clean Up program is a joint initiative between the City of Edmonton, participating business partners, and thousands of volunteers which provides programs and services that help keep our city litter and graffiti free. For more information on Capital City Clean Up programs, visit edmonton.ca/capitalcitycleanup.

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