

Public Service Announcement

July 14, 2014

City of Edmonton

SustainYEG to uncover what sustainability means to you

The City of Edmonton is launching a campaign to gather information about what sustainability means to Edmontonians. The SustainYEG campaign will gather information that will help the City gauge understanding and interest for future campaigns and initiatives.

You can participate in SustainYEG in several ways:

1. Using social media for a chance to win great prizes, including a \$250 gift card to Carbon Environmental Boutique.

- Use #sustainyeg on social media to tell us what makes Edmonton sustainable. Take a photo of something that enables your sustainability efforts, or tell us about the actions you take to live sustainably.
- Watch the City of Edmonton social media accounts ([Twitter](#), [Facebook](#) and [Instagram](#)) and give your feedback to our questions.
- Look out for SustainYEG Trivia Tuesdays on all City social media accounts, where you will have a chance to win a Planet Organic gift card by testing your knowledge of the City's sustainability efforts and initiatives.

2. Join the [Edmonton Insight Community](#) by July 21, 2014 to share your opinion.

3. Watch for the SustainYEG street team gathering feedback at a variety of outdoor events throughout the summer.

For more information:

Visit edmonton.ca/sustainYEG

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