

Litter programs help make Edmonton cleaner and support non-profits

April 4, 2016

Mayor Don Iveson, Capital City Clean Up volunteers, Shoppers Drug Mart, Imperial Oil and Dynamos Senior Gymnastics participated in a cleanup around Shoppers Drug Mart on Jasper Avenue today to encourage other businesses and citizens to get involved in the City's various litter programs.

"To have so many volunteers and businesses turn out and help make our city a more beautiful and cleaner place to live — this kind of participation shows the best of Edmontonians coming together," said Mayor Iveson. "Whether organizations take part in the Business Supporting Community program or people adopt a block to clean throughout the summer, everyone can help reduce litter in Edmonton by getting involved."

Capital City Clean Up's Business Supporting Community initiative offers Edmonton-area companies a unique opportunity to fight litter while supporting local non-profit groups. In 2015, these groups raised more than \$83,000. In 2015, Shoppers Drug Mart contributed more than \$7,600. Participating businesses pay organizations for litter cleanup as a unique fundraising opportunity while schools and non-profit groups provide an enthusiastic volunteer force. Since 2007, businesses have given nearly \$400,000 to non-profit groups for their cleanup efforts as part of the program.

In 2015, there were many volunteers and partners that worked with Capital City Clean Up to make a dramatic difference to the amount of litter in Edmonton. Overall, 1,887 Adopt-a-Block team members and 53 corporate and media partners participated in litter programs. As well, more than 3,730 volunteers spent 7,909 hours scouring the River Valley for litter. Between Adopt-a-Block and River Valley Clean Up litter events throughout 2015, more than 5,750 garbage bags were cleared from streets and parks around the city.

Capital City Clean Up is a joint initiative between the City of Edmonton, participating business partners and thousands of volunteers that provides programs and services that help keep our city litter and graffiti free.

For more information:

edmonton.ca/capitalcitycleanup

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