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Trash Mob kicks off 15 to Clean Challenge

May 2, 2017

A trash mob of approximately 1,200 students from J. Percy Page and Holy Trinity high schools helped launch the City of Edmonton's 15 to Clean Challenge, competing to see which school could collect the most litter from their school grounds.

Capital City Clean Up's 15 to Clean Challenge is a two-week long initiative from April 22 to May 7 meant to inspire Edmontonians to volunteer 15 minutes of their day to pick up litter where they live, work and play.

"The 15 to Clean Challenge is an easy way to get involved and make a huge difference in how your community looks," said Program Manager Don Belanger. "It's really great to see students stepping up as volunteers and setting an example for the rest of us. I hope all Edmontonians follow suit."

To celebrate the 150th anniversary of Canadian Confederation, Edmonton joins nine other communities — Brockville, Hamilton, Mississauga, Oakville, Toronto and Vaughan, Ontario, plus Nova Scotia, Vancouver and Winnipeg — in the #CleanCanadaTogether initiative. This friendly cross-Canada competition encourages citizens to take part in a spring clean up to demonstrate their civic and national pride. To get involved in Edmonton's challenge, citizens can pick up a free clean up kit (while supplies last) from any Edmonton Public Library location.

"I encourage all Edmontonians to take part in these challenges and tell the rest of Canada what they did to support the clean up by using #CleanCanadaTogether on social media," says Belanger.

For more information:

edmonton.ca/15toclean/

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