



**Clean Across
Nova Scotia**



FOR IMMEDIATE RELEASE

Thousands unite province-wide for two-day cleaning blitz

Dartmouth, N.S. – On April 19 and 20, 2013, communities of all sizes will unite with Clean Across Nova Scotia in an unprecedented province-wide cleanup event. A program of Clean Nova Scotia, *Clean Across Nova Scotia* engages communities to organize litter cleanups over the Earth Day weekend, with over 230 cleanups and 14,000 participants already registered.

As part of the global *Let's Do It!: World* cleanup movement, Clean Across Nova Scotia is working to create change within and beyond our province. Nearly 100 countries worldwide have joined the global call to action, to create a sustainable world through education and lasting waste management strategies. In Canada, Nova Scotia is leading the charge as the only province currently in partnership with *Let's Do It!: World*, joining the movement in 2012.

“We’re eager to build on the successes of last year, keeping in mind that our actions are not happening in isolation,” says Neil Bailey, program coordinator for Clean Across Nova Scotia. “Thousands of Nova Scotians and millions of volunteers worldwide are contributing to the same vision.”

Being one of the biggest collective volunteer actions in the province, Clean Across Nova Scotia highlights the importance of taking care of the places we live, work and play. Through the act of cleaning, the program works to engage in deeper discussions about *why* we have so much waste, what we can do to live more sustainably, and how to reduce our waste output.

“To find lasting solutions to the issue of litter, there first has to be a shift in the mindsets of how Nova Scotians view the impact of littering,” says Judy McMullen, Executive Director of Clean Nova Scotia. “By cleaning our communities, we can connect the act of littering with the direct effect it has on us.”

In days prior to the cleanup event, people are encouraged to join a cleanup in their area. To find a cleanup near you, visit our online interactive map or view the list of cleanup teams, arranged by municipality: cleanacrossns.ca.

- 30 -

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Clean Across Nova Scotia



BACKGROUNDERS

About Clean Across Nova Scotia

Clean Across Nova Scotia is a two-day, province-wide cleanup which promotes collective action among Nova Scotians. The program was first built on the success of the Great Nova Scotia Pick-Me-Up, a year-round cleanup initiative offered by Clean Nova Scotia for over two decades. Inspired by the international cleanup movement, Let's Do It!: World, CNS recognized an opportunity to be part of waste solutions on a bigger scale. In 2012, Clean Across Nova Scotia was created and launched as part of the World Cleanup 2012 initiative. Gaining much attention in its first year, Clean Across Nova Scotia quickly became the largest province-wide cleanup with over 8,000 participants registered in the inaugural cleanup on June 8 and 9, 2012.

Being one of the largest volunteer actions in the province, Clean Across Nova Scotia highlights the importance of taking care of the places we live, work and play. The program aims to engage participants in discussions about waste, where it comes from and what we can do to find lasting solutions to the litter and waste problems that face Nova Scotians on a daily basis.

To learn more visit cleanacrossns.ca.

About Clean Nova Scotia

Clean Nova Scotia is a Dartmouth based not-for-profit that seeks to create a cleaner, healthier, sustainable environment by informing, enabling and inspiring Nova Scotians to respect the environment in all of their choices. Committed to making our province a better place, Clean Nova Scotia aims to educate the public through an array of programs, services and resources on ways to protect streams, reduce waste, save energy and much more.

Founded in 1988, Clean Nova Scotia has since evolved into the largest environmental organization in Atlantic Canada, engaging thousands of Nova Scotians annually. In 2012, Clean Nova Scotia partnered with an international cleanup movement, Let's Do It!: World, to launch the first ever Clean Across Nova Scotia province-wide litter cleanup.

To learn more visit clean.ns.ca.

About Let's Do It!: World

The global Let's Do It!: World cleanup movement began in 2008 as a challenge posed by a small group of environmentalists in Estonia to see if it was possible to clean their entire country in just one day. It became one of the largest single-day volunteer actions in history, attracting over 50,000 Estonians. Their efforts had a huge impact, removing 10,000 tonnes of illegally dumped garbage in just five hours. Their action grew exponentially, expanding into the Let's Do It!: World movement.

The actions of Estonia has evolved into a collective action comprised of 96 countries from around the world who actively participate in partnership with Let's Do It!: World. In 2012, more than six million people participated in this global cleanup movement. Continuing to build momentum, new creative projects are continually being introduced by Let's Do It! teams around the world to teach citizens alternative ways of thinking about litter. Learn more at letsdoitworld.org.