



FOR IMMEDIATE RELEASE

Clean Nova Scotia wins \$100,000 for sustainable transportation programming

Dartmouth, N.S. – Clean Nova Scotia has been awarded \$100,000 through the Shell FuellingChange national grant program for their *DriveWiser – DriveLess* initiative.

“Helping people travel efficiently while reducing fuel consumption yields positive results for the traveler, their wallet and the environment,” says Andrea MacDonald, Transportation Manager for Clean Nova Scotia. “Clean Nova Scotia is incredibly excited to be a top grant recipient from FuellingChange which will enable us to develop our new *DriveLess* initiative; encouraging Nova Scotians to discover sustainable transportation options available to them.”

This is the first time Clean Nova Scotia has participated in the FuellingChange grant program. Projects are categorized based on three environmental categories including land, air or water, with recipients selected through a public online voting system. *DriveWiser – DriveLess* highlights the benefits of commuting sustainably, reducing the amount of carbon dioxide emissions entering the atmosphere and improving air quality.

“On behalf of Clean Nova Scotia we would like to thank the community and our volunteers for their overwhelming support for this initiative,” says Judy McMullen, Executive Director of Clean Nova Scotia. “Coming from a small province like Nova Scotia, it was challenging to compete against provinces with considerably larger populations. Overcoming this obstacle has helped to make our success even more meaningful.”

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Backgrounder:

Clean Nova Scotia

Clean Nova Scotia seeks to create a cleaner, healthier environment by informing, enabling and inspiring Nova Scotians to respect and consider the environment in all their choices. Founded in 1988, CNS is an independent non-profit and the largest environmental education organization in Atlantic Canada. Committed to making our province a better place for ourselves and future generations, CNS programs educate the public on ways to protect our streams, reduce waste, save energy and more.

To learn more visit www.clean.ns.ca

Clean Transportation

Clean Transportation promotes a shift toward sustainable transportation solutions in an effort to support healthier communities while decreasing greenhouse gas emissions. Current programs include FleetWiser, DriveWiser, Bike Valet and (in development) DriveLess which encourages people to find alternatives to driving solo.

Shell FuellingChange

FuellingChange is Shell's social investment program that grants \$2 million annually to environmental projects that improve, restore or protect the state of Canada's land, air and water. Launched in 2010, the program is already in its fourth cycle where grants are awarded to projects and organizations selected by voters across Canada. FuellingChange empowers Canadians to make a difference by selecting and supporting environmental projects that matter most to them.