



**Clean Across
Nova Scotia**
June 8-9, 2012



FOR IMMEDIATE RELEASE

Province preps for largest cleanup in N.S. history

Dartmouth, N.S. –This weekend Nova Scotians are rallying behind the biggest province-wide cleanup initiative in Nova Scotia history, taking place on June 8 & 9, 2012. The cleanup initiative, *Clean Across Nova Scotia*, is the first Canadian branch of a bigger, global action - *Let's do it!: World Cleanup 2012*.

"We have cleanup groups registered from Glace Bay to Yarmouth, Pictou County to Uniacke Square, with over 200 groups officially," says Neil Bailey, Program Coordinator for the Clean Across Nova Scotia initiative. "We won't know the exact number of participants until after the cleanup but we'll have an estimate by Friday and are excited at the prospects."

This is the first time a cleanup of this magnitude has taken place in Nova Scotia. In combination with the hundreds of millions of people worldwide cleaning up their own countries and regions through the same initiative, this is also the largest litter cleanup in international history.

"A lot of people realize that community gatherings can go beyond entertainment. They can be productive, creative times where neighbours can work together, build relationships and still have a lot of fun," says Gina Patterson, Director of Programs for Clean Nova Scotia. "It's inspiring when volunteerism becomes a community event. Instead of sitting down and waiting for others to act, communities are getting out and taking action themselves, which is exactly what we'd hoped to achieve through Clean Across Nova Scotia, and it's just the beginning," says Patterson.

Nova Scotians are encouraged to join existing cleanups on Friday or Saturday in their local area. Cleanups can be viewed geographically online at www.cleanacrossns.ca.

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She can connect you to Neil Bailey, Gina Patterson... and more. www.clean.ns.ca



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Backgrounder

About *Clean Across 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 of their choices. Committed to making our province a better place for ourselves and future generations, CNS programs educate the public on ways to protecting our streams, reduce waste, save energy and more.

Founded in 1988, Clean Nova Scotia has led the province in waste programming that has contributed to the achievement of its long term 50 per cent diversion goal. For many years the Great Nova Scotia Pick-Me-Up has been the primary vehicle for facilitating community-based cleanups across the province and has laid the foundation upon which an initiative like Clean Across Nova Scotia can take stewardship activity in Nova Scotia to the next level.

To learn more visit www.cleanacrossns.ca

About *Let's Do It: World Cleanup 2012*

In 2008 the Eastern European nation of Estonia organized 50,000 volunteers for the largest single-day volunteer action in history. Since then, 94 countries have joined the movement that aims to clean up the world and challenge how we think about stewardship and waste. This year, between March and September, more than 300 million people from over 100 countries are expected to take part in the first ever World Cleanup 2012. Clean Across Nova Scotia is the Nova Scotian branch of the movement and currently the only part of Canada to be participating in the cleanup.

To learn more visit www.letsdoitworld.org.

Special thanks to our generous sponsors: Tim Hortons, RRFB Nova Scotia, Nova Scotia Environment, Farnell Packaging Limited, Halifax Regional Municipality and Atlantic Canada Electronics Stewardship. We would also like to thank all of the community partners and volunteers who have made this initiative possible.