



Clean Across Nova Scotia

June 8-9, 2012



FOR IMMEDIATE RELEASE

Nova Scotia takes the lead in global cleanup movement

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

“It’s exciting to connect with groups across the province who have been doing cleanups for years and let them know they’re not alone in promoting community-based stewardship. In fact, it’s quite the opposite – they’re part of a global movement hundreds of millions strong, and they’re cleaning up the world together,” says Neil Bailey, Program Coordinator for the Clean Across Nova Scotia initiative.

The official launch of the Clean Across Nova Scotia program will take place at 5:30 p.m. on Friday, April 20, 2012 at the Hub, located on 1673 Barrington St., Halifax. This will serve as an opportunity to learn about the program as well as showcase some of the technology being used to coordinate the global cleanup. The event is free and open to the public.

“We are encouraging Nova Scotians who typically take part in annual cleanups to consider joining in on June 8 or 9 and be part of the bigger picture,” says Gina Patterson, Director of Programs for Clean Nova Scotia. “This do-what-you-can movement is a way to re-establish Nova Scotians as environmental leaders on a national and international scale. Our goal at Clean Nova Scotia is to engage at least 25,000 participants across the province. Whether participation means sharing our Facebook page, putting up posters to spread the word or organizing a cleanup in your neighbourhood, we know that there are a lot more than 25,000 people who will want to participate if given the chance,” says Patterson.

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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

Since the country of Estonia rallied together 50,000 citizens in 2008 for the largest single-day volunteer action in history, over 90 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.

To learn more visit www.letsdoitworld.org.