



## Celebrate Earth Day with the Great Nova Scotia Pick-Me-Up and the Take Action Society

- For immediate release -

April 18<sup>th</sup>, Halifax – The **Great Nova Scotia Pick-Me-Up** – Nova Scotia’s largest litter reduction initiative – and the Take Action Society are hosting a community clean-up in honour of Earth Day. All are welcome.

The event will take place at Harbour View Elementary School, 25 Alfred Street, Dartmouth, from 11am to 2pm on Saturday, April 22<sup>nd</sup>. With prizes for picking up the most litter and a barbecue celebration, it’s sure to be fun for adults, kids – and even superheroes! Clean Foundation’s environmental superhero cat (puppet) Eddie will be there to cheer everyone on.

We are surrounded by a culture of disposability, and with more and more packaging and throw-away products being manufactured, more and more waste is ending up on the ground. That litter can flow through stormwater drains, rivers and streams into our ocean. That’s why Clean wants Nova Scotians to get involved in picking up litter to promote clean communities and a healthy ocean.

Last year over 14,500 people participated in more than 276 clean-ups throughout Nova Scotia, picking up almost 10,000 bags of garbage and over 1,500 bags of recyclables. The most commonly found litter items included disposable coffee cups, cigarette butts and packaging, food packaging, and single-use plastic bags. Disposing of waste properly as well as switching to reusable items (like mugs and bags) whenever possible can help prevent harm to wildlife and preserve the health of our local ecosystems.

Earth Day began as a new national holiday in the United States in 1970 and was established in Canada in 1980. It is now celebrated every April 22<sup>nd</sup> in 192 countries worldwide. This year, Earth Day Canada is focused on cultivating the next generation of environmental leaders through outdoor play, while international events will focus on environmental/climate literacy.

If you can’t make this event, you can join another clean-up or register your own through the Great Nova Scotia Pick-Me-Up at [nspickmeup.ca](http://nspickmeup.ca).

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*For more information, please contact:*

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The Great Nova Scotia Pick-Me-Up is also supported by:

