



The Great Nova Scotia Pick-Me-Up anti-litter campaign now welcoming team registrations

- For immediate release -

April 5th, Halifax - The **Great Nova Scotia Pick-Me-Up** – Nova Scotia’s largest litter reduction initiative – has launched for the 2017 season. Teams across the province can now register online at nspickmeup.ca to participate.

Spring weather is slowly arriving, and with it the unsightly and unhealthy garbage that was trapped under the winter snow. Clean Foundation is inviting all Nova Scotians (families, youth, individuals, businesses and schools) to be part of the solution by taking part in the Great Nova Scotia Pick-Me-Up, one of the largest volunteer initiatives in the province.

With support from municipalities, Clean will provide teams with everything they need to run a successful litter clean-up event. Groups can register online at nspickmeup.ca or by calling (902) 420-3474. Once you register, Clean will send information on how to coordinate your event and track results, as well as instructions for picking your free supplies. Individuals can also sign up to participate in open clean-ups listed on the website.

Scientists estimate that by 2050 there will be more plastic (by weight) in the ocean than fish. As a province surrounded by ocean, Nova Scotia’s water quality, wildlife, and ocean-going vessels are all seriously affected by plastic – even the plastic on land. Since we all live in a watershed, a small piece of litter on the ground is very likely to be washed into water systems, making its way through streams, lakes, and rivers to the ocean. Proper disposal of waste, as well as generating less waste in the first place, can help promote clean communities and healthy oceans.

“This isn’t just about litter. It’s about helping Nova Scotians appreciate the importance of trying to produce less waste – to shrink our collective waste footprints. Reducing waste doesn’t just help to keep our parks and shorelines cleaner; it conserves resources and helps keep plastics out of our waterways,” says Scott Skinner, Clean’s Executive Director.

Clean is encouraging teams to post ‘before & after’ photos of their Pick-Me-Up locations to social media using the hashtag #GladToCleanUp.

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For more information, please contact:

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

