



For Immediate Release

CLEAN TO THE CORE CERTIFICATES PRESENTED TO DOWNTOWN BUSINESSES

CALGARY, JULY 2, 2008 – Nine downtown businesses in the hotel, retail and parking sectors received certificates of recognition this afternoon for their involvement with The City of Calgary's Clean to the Core program.

The presentation of these certificates marks the first of many Centre City initiatives related to the work on Clean to the Core, the Centre City Safety Impact Team, and the Centre City Implementation business unit.

Initiated by Mayor Dave Bronconnier, the Clean to the Core program was launched in the late summer of 2006 and is an "all fronts" multi-business unit program to restore pride in Calgary's Centre City. The program enhances safety, adds vitality and makes Calgary an appealing and exciting place to visit, explore and enjoy.

The Clean to the Core program is a collaborative effort of Calgary Police Service, Calgary Fire Department, Emergency Medical Services, Animal & Bylaw Services, Calgary Transit, Parks, Roads, Environmental & Safety Management, Land Use Planning & Policy, Development & Building Approvals, Corporate Property & Buildings, Law, Recreation, Community & Neighbourhood Services, 3-1-1 and Centre City Implementation. The Centre City Safety Impact Team, a working committee consisting of Police, Fire, EMS, Bylaw Services, Transit, Business Licensing and Centre City Implementation, was formed in the fall of 2007 to address Clean to the Core and social disorder matters more efficiently by increasing the visibility and coordinating the deployment of resources.

Besides the participation of various City departments, the Clean to the Core program also involves community partners and the businesses in the Centre City to implement real change to the downtown area. It includes partnerships with community organizations such as five Centre City Business Revitalization Zones, the Calgary Drop-In Centre and Calgary Urban Project Society (CUPS).

The Clean to the Core program has five specific goals for Calgary's Centre City:

- improve cleanliness
- ensure safety and quality of life
- develop a graffiti abatement program
- enhance the aesthetic appeal, and
- expand communication and programming.

The businesses that received certificates today were recognized for assisting the Centre City Safety Impact Team and Clean to the Core with their spring 2008 clean up. They included Calgary Place, Continental Apartments, Garden Apartments, Ideal Parking, Imperial Parking, Macs Store and McDonalds on 8th Street SW, Sandman Hotel and Westview Heights Apartments. Improvements such as lighting, signage, cleanliness, graffiti abatement, and customer education and awareness were addressed by the businesses.

Participating in the presentation were Ward 7 Alderman Druh Farrell and Calgary Police Service Inspector Bob Ritchie.

More details on Clean to the Core can be found on the City Centre Implementation website, www.calgary.ca/centrecity. Comments are also welcome on the Centre City blog, www.centrecitytalk.com.

-30-

Media Contact:

Conrad Hild, Communications Strategist
Centre City Implementation
Tel. (403) 268-3450