



## For Immediate Release

### MORE SUCCESS IN KEEPING DOWNTOWN CALGARY CLEAN TO THE CORE

**CALGARY, OCTOBER 30, 2008** – As part of The City's efforts to keep the downtown core clean, a recent pilot project has resulted in the recycling of more than 1,360 kilograms of paper from the 7<sup>th</sup> Avenue transit corridor.

The pilot project began on July 17 along 7<sup>th</sup> Avenue from 3<sup>rd</sup> Street East to 10<sup>th</sup> Street West, including the LRT platforms, and involved the placement of 40 pilot recycling containers to help alleviate the excess newspaper.

"One of the big successes of the pilot project is the fact that now about 95 percent of the material picked up in the recycle containers is recyclable paper," said Dave Breckon, Director of Centre City Implementation. "During the first part of the pilot project, there was a mix of both garbage and paper so recycling was almost impossible. Now Calgarians are doing their part to make the downtown core much cleaner by depositing only paper."

Running concurrently with the recycling program was an information sticker initiative involving approximately 100 garbage bins along 7<sup>th</sup> Avenue. Stickers were placed on the garbage bins encouraging people to phone The City's 3-1-1 number when they saw a container that was full. A total of nine calls were made to 3-1-1 reporting a full garbage can.

The pilot complements an increase in the number of cleaners in the downtown core as well as a schedule change to allow for more cleaning during the daytime. Calgary Transit and Roads Maintenance are coordinating their schedules to ensure there is regular cleanup along 7<sup>th</sup> Avenue.

"We have made a real effort to clean up our 7<sup>th</sup> Avenue transit corridor," said Peter Enslin, Calgary Transit's Manager of Facilities. "This initiative has really helped with keeping a lot of the waste off the transit system and enhancing the comfort and safety of our customers."

The pilot project is part of the Clean to the Core program, a collaborative effort of more than 15 City business units. Along with the City's participation, the Clean to the Core program also involves community partners and businesses in the Centre City to implement real change to the downtown area.

Phase two of the pilot will see these community partners and businesses participating by placing similar Clean to the Core stickers on the waste containers outside their buildings. There will be a telephone number on the sticker that people can call if the garbage bin is full.

Sherif Demian, owner of the 8<sup>th</sup> Street Macs Store and a recent recipient of a Clean to the Core recognition certificate, was one of the first persons to sign up for Phase two. "I'm willing to do whatever I can to make a difference in the downtown," he said.

In September, the Calgary Downtown Association, in cooperation with The City's Animal & Bylaw Services, added an additional ten new recycling bins along four blocks of 8<sup>th</sup> Avenue.

More details on Clean to the Core can be found on [www.calgary.ca/centrecity](http://www.calgary.ca/centrecity). Comments are also welcome on the Centre City blog, [www.centrecitytalk.com](http://www.centrecitytalk.com).

**Media Contact:**

Conrad Hild, Communications Strategist

Centre City Implementation

Tel. (403) 268-3450