



July 16, 2009

MEDIA ADVISORY

SMALL LITTER BIN PILOT IN THE DOWNTOWN

As part of a continuing effort to keep Calgary clean and safe The City, in cooperation with partner Business Revitalization Zones, is placing small litter bins (ash bins) in the Centre City. The catalyst for this was the findings from a preliminary litter count this spring where it was determined that of the 100 block faces visited the #1 form of litter, was small litter, that being cigarette butts. On July 16, 30 small litter bins (for cigarette butts, gum and small litter) will be placed in the Centre City, in the areas adjacent to the 7th Avenue C-train corridor, at the Municipal Plaza, James Short Park, Victoria Crossing BRZ, Uptown 17 and other hotspots identified within the Centre City.

This initiative is in keeping with best practices in other cities such as 'Responsible Hospitality Edmonton' where they placed 40 receptacles on Whyte Avenue. Under Edmonton's Capital City Clean Up program it will be expanded to over 200 bins.

"Litter such as cigarette butts and gum, were found to be the #1 source of litter in the Centre City", explains Project Manager Lorna Wallace. "If not tended to it not only looks poor, but if washed down the storm drain could end up directly in the Bow River. We want to encourage Calgarians to think twice before tossing a cigarette butt or a piece of gum on the street".

The current fine is \$500.00 fine for littering (cigarette butts). We also want to encourage businesses as great neighbours to manage their small litter and place permanent or temporary litter bins that their employees, patrons or visitors can use and they are also encouraged to regularly clean up these areas.

The Clean to the Core Program is a collaborative effort of a number of City departments and also involves community partners, businesses and other stakeholders in the Centre City to implement change in the downtown area. The City of Calgary has worked closely with the BRZs on this initiative.

Media Availability and Photo Opportunity

Media are invited to join us for the launch of the small litter bin pilot project:

Date: July 16, 2009

Time: 12:30 p.m.

Who: Ward 7 Alderman Druh Farrell

Location: 115 4 Ave. S.W. – James Short Park

Media Contact:

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