

Regional Waste Reduction Office

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Media Release:

April 1st, 2011: **20 Minute Makeover Snags 20 Thousand Kilograms of Garbage!**

What a difference 20 minutes can make!

For 20 minutes this morning at ten a.m. members of our community joined together simultaneously for one big spring clean up. The Community 20 Minute Make Over was the official kick off to Community Clean Up month! Hundreds of people from Peachland to Lake Country stepped outside to put in a little elbow grease and make our community sparkle - picking up litter, sweeping sidewalks, graffiti busting, some even tackling illegal dump sites.

“A huge environmental salute to everyone who took part in this event today!” says Waste Reduction Facilitator Rae Stewart. “From all the families that participated, to the businesses, service clubs, volunteer organizations and everyone in between, it’s encouraging to see our community mobilize for such a positive feel good cause! And, it’s amazing to see the impact we can make in a mere 20 minutes when we pool our resources! “

Stewart says in West Kelowna alone Friday morning a crew of 40 plus volunteers tackled an illegal dump site behind Friends Pub and pulled in 20 thousand kilograms of miscellaneous waste.” We filled two large dumpsters and multiple smaller collection bins with four metric tonnes of yard waste, approximately 3 tonnes of garbage, 12 tonnes of concrete, and 400 kilograms of scrap metal, 100 kilograms of recyclables, one TV, 4 tires, and one car battery. Hats off to all that helped us tackle that unsightly problem area, including the Captain Do Right’s and all the dedicated individuals that helped out!”

If you missed out on participating in today’s 20 Minute Makeover, it’s not too late, as the entire month of April is officially Community Clean Up month. Gather a group or your family together to clean some litter in your neighborhood, park, school or business area. The Waste Reduction Office will register your organization, provide all garbage bags, gloves and equipment you will need. Afterwards they’ll even arrange to collect the bags of litter and dispose of them for you.

For more information on Community Clean Up Month, or illegal dumping, visit regionaldistrict.com/recycle, or call the Regional Waste Reduction Office at 250.469.6250.

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