



WEST END STUDENTS TAKE TO THE STREETS!

Media Advisory –Thursday April 28, 2016

WINNIPEG, MB – **On Friday April 29, over 300** students and staff from West End schools **General Wolfe and Isaac Brock** will help fill **hundreds of** bags full of **garbage and recyclables** from West End walkways, boulevards and parks and sweep dozens of sidewalks free of sand. These students will actively contribute to improving the look of their community and make a significant impact on West End neighbourhoods. Armed with brooms and bags they are eager to rid their assigned streets of a winter's worth of accumulated debris and their efforts make an immediate visible difference in the image of our streets.

Bags of litter and recyclables collected by the students will be consolidated at Saigon Park (Spence & Ellice) where City staff will pick up the garbage bags for disposal and BIZ staff ensures recyclables are on their way to a new life. **Recycle Everywhere** will be on site at Saigon Park.

“The students look forward to this event each year and we are so proud of how they really take ownership of the work” says **Gloria Cardwell-Hoeppner, Executive Director of the West End BIZ**. “They really get the message of what goes down...someone has to pick up, after a full day of doing just that!

“We applaud the **West End BIZ** for once again spearheading this initiative and actively engaging young people in keeping our community clean and safe” said **Dr. Annette Trimbee, President and Vice-Chancellor, University of Winnipeg**.

Watch for these hardworking students on the streets from 10 am until 3pm on April 29th. They will be out-fitted in white T-shirts proudly displaying the 2016 Sweep-Off Sponsors. **The media are invited to view students in action.**

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The West End Business Improvement Zone (West End BIZ) is a non-profit organization committed to working with business and area stakeholders to enhance, promote, advocate for, and support Winnipeg's West End.

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For further information or to arrange interviews or photo opportunities, please call Gloria Cardwell-Hoeppner, Executive Director, West End BIZ at 204-954-7900 or mobile at 204-290-9378