



GENERAL WOLFE SCHOOL & WEST END BIZ CELEBRATE 25 YEARS OF SWEEP OFF

Media Advisory –Tuesday April 18, 2017

WINNIPEG, MB – **On Wednesday April 19, over 175** students and staff from West End school **General Wolfe** 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. Armed with brooms and bags, they are eager to rid their assigned streets of a winter's worth of accumulated debris and make an immediate visible difference in the image of our streets. Bags of litter and recyclables collected by the students will be consolidated at the Safeway parking lot (Sargent & Maryland)) where City staff will pick up the garbage bags for disposal. **Recycle Everywhere** will also be on site to ensure recyclables are on their way to a new life.

The program marks a special milestone this year – it's **25th anniversary!** This annual beautification program which sees students pitching in to clean up their community each spring has been running so long that the junior high students that participated in the very first Sweep Off will be turning 40 this year! Celebrations will include special treats for the students and teachers and announcement of a **Sweep Off Scholarship**.

"The annual Sweep Off organized by the West End BIZ is not only about cleaning our streets, it is about building a strong sense of community and ownership," **said Dr. Annette Trimbee, President and Vice-Chancellor, University of Winnipeg.** "Neighbourhood children participate in a tangible, hands-on project that clearly shows them what a difference they can make. It creates pride, and a sense of renewal that spring is here!"

Gloria Cardwell-Hoepfner, Executive Director of the West End BIZ states, "John Unger, a West End Business owner and BIZ board member was instrumental in starting this program and is proud that it is still going strong 25 years later! **Special thanks to SRS Signs & Service for the new 25th Anniversary banner at General Wolfe!**

"Staff from the Belgian-Alliance Credit Union love participating in the annual Sweep Off. It's a great way to take pride in our community by keeping it clean and welcoming for all" says **Martin Trudeau Chief Executive Officer of Belgian Alliance Credit Union**

Watch for these hardworking students on the streets from 10 am until 3pm on April 21st. They will be out-fitted in white T-shirts proudly displaying the 2017 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-Hoepfner, Executive Director, West End BIZ at 204-954-7900 or mobile at 204-290-9378