

NEWS RELEASE

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City launches new anti-littering campaign

Summary

A new anti littering campaign entitled Keep Nanaimo Clean has been launched. The campaign aims to eliminate litter and improve the cleanliness of Nanaimo.

Starting this week, posters carrying the Keep Nanaimo Clean message will be seen in bus shelters and on the side of City refuse collection vehicles. Later in the month the campaign will spread to the air waves with advertisements coming to local radio stations.

Littering is an issue in Nanaimo and whilst, by comparison to other cities, Nanaimo is comparably clean, there are areas that need improvement. The City currently sweeps the downtown sidewalks between three and four times a week in a bid to keep the streets tidy. This is despite the fact that in downtown areas you are rarely more than 50 metres from a litter bin.

Strategic Link: The Keep Nanaimo Clean Campaign supports the City's ongoing commitment to environmental sustainability and the enhancement of public areas.

Key Points

- Fast food packaging, beverage containers and cigarette butts are the the most common types of litter.
- Whilst the City would always like to resolve issues through engagement with residents rather than enforcement, anyone caught littering in the Harbour City is liable for a \$100 fine.
- Keep Nanaimo Clean posters can be downloaded from the City's website.

Quotes

"We hope that the Keep Nanaimo Clean campaign will put the message out that littering is unacceptable. Some of the campaign images are quite hard hitting; we're glad they promote a response within people and hope to get residents talking and thinking about litter. We are lucky enough to live in one of the most beautiful places in Canada and we want to keep it that way."

Charlotte Davis
Manager of Sanitation and Recycling
City of Nanaimo

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