

News Release

March 30, 2017

City of Toronto launches 2017 Clean Toronto Together campaign

Today Mayor John Tory announced the details of the City of Toronto's 2017 Clean Toronto Together campaign that invites residents, schools, businesses and community groups to participate in the annual spring cleanup.

On Friday, April 21, Toronto schools and businesses can participate in the Corporate and School 20-Minute Makeover by cleaning up around their schools and workplaces.

On Saturday, April 22 and Sunday, April 23, residents and community groups can join the Community Cleanup Days and remove litter from public spaces such as parks, ravines, laneways and beaches.

"The fact that so many Torontonians come together each year to join us in this cleanup is a testament to the pride we all have in our great city," said Mayor John Tory. "I encourage everyone to get involved in our spring cleanup and to make an effort every day to keep our city clean and green."

GLAD Canada returns as the lead sponsor. Additional sponsors and partners include Tim Hortons, Pizza Pizza, Canadian Tire, CP24, Toronto Star, Metroland Media, Metro News, 93.5 The Move, Park People, Toronto District School Board and Toronto Catholic District School Board.

"GLAD Canada is thrilled to be part of the City's cleanup for the seventh year in a row. It's wonderful to see participation increase every year, with more residents, communities and schools pitching in," said Mike Pilato, General Manager, GLAD Canada. "The simple act of spending just 20 minutes cleaning an area in your community can make a huge difference and make Toronto an even more beautiful and vibrant city."

Participants are encouraged to register their cleanups at <http://www.livegreentoronto.ca>. Registration helps the City to arrange special litter pickups and avoid duplicate cleanups. The registration deadline for the Community Cleanup Days is April 13.

Clean Toronto Together, which is Canada's largest spring cleanup program, begins with City staff cleaning streets, parks and watercourses. Over a four-week period, the City deploys over 300 pieces of equipment, including 60 litter vacuums, 37 sweepers, 13 front-end loaders, 18 dump trucks, 73 pickup trucks, 20 sidewalk sweepers, two power washers, 92 Parks and Forestry vehicles and several Toronto Water trucks.

Toronto is Canada's largest city, the fourth largest in North America, and home to a diverse population of about 2.8 million people. It is a global centre for business, finance, arts and culture and is consistently ranked one of the world's most livable cities. In 2017, Toronto will honour Canada's 150th birthday with "TO Canada with Love," a year-long program of celebrations, commemorations and exhibitions. For information on non-

emergency City services and programs, Toronto residents, businesses and visitors can visit <http://www.toronto.ca>, call 311, 24 hours a day, 7 days a week, or follow us on Twitter at <http://www.twitter.com/TorontoComms> and on Instagram at <http://www.instagram.com/cityofto>.

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Media contact: Valerie Cassells, Strategic Communications, 416-660-1712,
valerie.cassells@toronto.ca