



STUDENTS TAKE TO THE STREETS FOR WEST END BIZ SWEEP OFF!

Media Release –Wednesday April 25, 2018

WINNIPEG, MB – **On Thursday April 26**, students and staff from West End schools **General Wolfe and Isaac Brock** will help fill **hundreds of** bags full of **garbage and recyclables** collected from West End walkways, boulevards and parks and sweep dozens of sidewalks free of sand. Local business staff will join in to help. 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 to 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 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, “the students look forward to this day, because we make it fun as well as educational for them...and they enjoy doing their part for community!”

“We are always pleased to support West End BIZ Sweep Off says **Tom Ethans, Executive Director of Take Pride Winnipeg!** “Cleaning our communities together and encouraging community and business groups across Winnipeg to do their part helps make Winnipeg clean and beautiful.”

“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**

The kick off to the event happens at the school at **915 am**. These hardworking students will then be on the streets from 10 am until 230 pm .They will be out-fitted in white T-shirts proudly displaying the 2018 Sweep-Off Sponsors. **The media are welcome to attend.**

Thanks to all our event sponsors and partners!

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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 information, interviews or photo opportunities, contact call Gloria Cardwell-Hoepfner, Executive Director, West End BIZ at 204-290-9378 or Joe Kornelsen BIZ Promotion Coordinator 204-954-7900