

STUDENTS LEAD COMMUNITY CLEANUP EFFORT IN WEST END BIZ SWEEP OFF EVENT

Monday, April 29th, 2024

For immediate release

On Tuesday, April 30th, over 230 enthusiastic students, staff, and faculty members from General Wolfe and Isaac Brock school will flood the West End streets on a community cleanup mission to revitalize the neighborhood's sidewalks and walkways after winter.

The event starts at 9 am, and participants will gather at their respective schools before fanning out across the neighborhood for a full day of cleaning activities.

"With a thousand businesses and organizations and over 36,000 residents, the West End is like a small city within the City of Winnipeg. Keeping an area that size tidy is a huge challenge, but every year, the students of General Wolfe and Isaac Brock rise to that challenge. On behalf of the West End business community, I want to thank the students and volunteers for their hard work." says Joe Kornelsen, West End BIZ Executive Director.

Donning vibrant orange T-shirts proudly displaying the 2024 Sweep-Off sponsors' logos, students will unite in their efforts until 3 pm, making a visible difference throughout the area. Alongside students and staff, West End's Belgian Alliance Credit Union volunteers will join in, showcasing the community's collective effort to foster a cleaner neighborhood.

"For many years, BACU has sponsored the Sweep Off. As a community-minded financial institution and partner whose core values are based on our members and their communities, we are pleased and honoured to participate in this worthy cause," says Martin Trudeau, Chief Executive Officer at Belgian Alliance Credit Union.

The event's success is made possible by the generous support of our sponsors and partners, JEM Insurance, Belgian Alliance Credit Union, and McDonald's.

"We are honoured to be a part of an event supporting the community and fostering goodwill and pride among the residents of the West End. As a local business, we look forward to seeing the volunteers out in the community strengthening the positive bond we share," says Emerito Guevarra, Insurance Broker at JEM Insurance.

The West End Business Improvement Zone (West End BIZ) is a non-profit organization committed to working with business stakeholders to enhance Winnipeg's West End.

For further information, please call Ryan Malec, Maintenance and Operations Coordinator by mobile at 204-791-0092 or email ryan@westendbiz.ca.