

YOUTH LEAD THE WAY IN LONGSTANDING WEST END CLEANUP EFFORT

FOR IMMEDIATE RELEASE

April 21, 2025

WINNIPEG, MB – On Wednesday, April 23rd, 220 students and staff from General Wolfe and Isaac Brock School, along with volunteers from Belgian Alliance Credit Union, will take part in the annual Sweep Off community cleanup, hosted by the West End BIZ. Students and staff from both schools will hit the streets to collect litter, sweep sidewalks, and clean up boulevards throughout the West End. Sweep Off is the largest community-led cleanup in Winnipeg, and it's a proud tradition that highlights the power of collective action and neighbourhood pride.

Now in its 32nd year, Sweep Off is a spring tradition that brings together youth, businesses, and local partners to help refresh and revitalize the West End.

"Sweep Off is about more than just cleaning up West End streets, it's about building pride in our neighborhood and showing young people the power of community action. When students take part in shaping the environment they live in, they gain a sense of ownership and responsibility that goes far beyond a single day's work," said Joe Kornelsen, Executive Director, West End BIZ.

Sweep Off 2025 kicks off promptly at 9:15AM at both Isaac Brock and General Wolfe school. Participants will begin cleaning the streets from 10:00AM to 2:30PM and will be easily recognizable in bright green t-shirts, bearing the 2025 Sweep Off and sponsor logos.

This event's success is made possible by the generous support of our sponsors and partners, JEM Insurance, Belgian Alliance, McDonalds, Take Pride Winnipeg, and the City of Winnipeg.

The West End Business Improvement Zone (West End BIZ) is a non-profit organization committed to working with the business and area stakeholders to enhance, promote, advocate for, and support Winnipeg's West End.

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For more information, interviews or photo opportunities, please contact Braydon Augustine, Communications and Marketing Coordinator at 431-388-5213 or braydon@westendbiz.ca.