



MEDIA ADVISORY

The MISSION ADOPT-A-BLOCK SOCIETY is set to launch their new JUNIOR BUG CLUB program on CANADA DAY, thanks to funding and support from TIM HORTONS!

Mission BC, June 2012 – Mission Adopt-A-Block Society is very excited to launch their newest kids program, almost a year in the making. The “Junior Bug Club” has received funding and support from Tim Horton’s to assist with the delivery of the program packages to kids in the community from 2-12years old.

The “Junior Bug Club” will offer its members a chance to make a real difference in their community by becoming ambassadors for litter control. When a child is signed up to the club they will receive a starter package that will include: a litter education booklet with fun facts, games and colouring. A members only, Junior Bug Club t-shirt, to wear when they are out in the community, and at special Junior Bug Club events. A pledge form that they will sign with their parents to show that they are taking a commitment to reduce their own littering and to stop litter bugs when they see them. And a pair of litter pickers and a reusable litter bag for them to use whenever they see litter where it doesn’t belong.

Special member only events, free litter equipment, community event recognition along with quarterly newsletters with fun games, activities and member stories are just some of the benefits the kids will receive when they sign up. Not to mention the valuable lessons they will learn to help protect our environment!!!

This program will be launched during the Canada Day festivities at Heritage Park on July 1st, 2012. Visit the “Environmental Fun Zone” to learn more about the Adopt-A-Block programs, sign up to the Junior bug club, and/or take part in some other activities such as barrel painting, scavenger hunts and coloring contests.

For further information about this or any other Adopt-A-Block program please contact:

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Special Thanks to:

