



Press Release – Adopt-A-Block Fall 2011 Events

The summer sun might be behind us but a sea of yellow is on the horizon, with the volunteers of the Mission Adopt-A-Block Society coming together to begin their Annual Fall cleanup events. Adopt-A-Block is a non-profit organization that has been administering a litter control program in the community since 1998 to increase awareness of and participation in litter control.

This year Adopt-A-Block kicks off the fall events by participating in the **Great Canadian Shoreline Clean-Up** in partnership with the Mission Clubhouse on September 21st. This clean-up is open to the public, all interested parties can call Paul @ (604) 302-9403 for more information on locations and times.

Next, Adopt-A-Block is pleased to announce their **Second Annual Stream Clean-up** on September 24th. Two mission non-profit groups will be tending to portions of Lane and Gaudin streams as well as tackling a heavily littered stream area at the corner of 14th and Cedar Ave. This will be followed by another stream clean-up to celebrate **World Rivers Day**, on September 25th, in partnership with volunteers from Cedarbrooke Chateau. This event is also open to the public, all interested parties are invited to meet at the front of Cedarbrooke Chateau at the Adopt-A-Block tent at 9am.

After a full week of waterway cleanups Adopt-a-Block volunteers will be moving on to take part in the society's **Annual Fall Litter Clean-Up** taking place over 3 Saturdays in October. This clean-up will cover several areas around town including centennial park, the industrial and harbor area, London Ave., Shook Rd. and Hatzic area, and portions of 11th, 7th, 14th, 9th, Stave Lake Rd., Cedar St. and more.

Each year the society welcomes eight non-profit groups to participate in the fall clean-up for the remuneration of **\$250** to go towards their special programs and events. Benefits of participating in a clean-up reach far beyond the financial award including: demonstrating environmental awareness and responsibility, team-building, volunteer experience, contributing to the aesthetic appearance and civic pride in the community, among other.

Those interested to know more about the fall clean-up or any of these events can contact the Adopt-A-Block coordinator at (604) 826-9423. Finally, all Mission non-profit groups are invited to submit their application for the **Spring Litter Clean-Up Fundraiser** by January 30th. To learn more visit: www.missionadoptablock.com