



Media Release

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City encourages support for organized beautification efforts

In response to public inquiries about how to help keep the community looking great, the City of Campbell River is encouraging citizens to join already-organized beautification activities such as those run by Greenways Land Trust or the Communities in Bloom committee.

"We appreciate people's interest and commitment to keep Campbell River looking tidy, clean and green, and the best way for citizens to get involved is to sign up for an organized clean-up or spruce-up event," says Ross Milnthorp, the City's general manager of parks, recreation and culture. *"There are a number of opportunities to help beautify trails and roadways as well as green spaces, and signing up with an already-organized event is also the safest way for people to help take care of our community."*

Volunteers who organize themselves to do beautification work do so at their own risk and are responsible for equipment damage and personal injury, Milnthorp adds.

The next community clean-up event will occur in Willow Point on July 21. People interested in participating can get more information by calling the City Parks Department at 250-286-4033.

The Communities in Bloom committee will promote the Great Curb Appeal campaign (sponsored by Home Hardware and Coast Realty) with a float in the Canada Day parade. People can find more information on the City's website (www.campbellriver.ca) or join the Communities in Bloom committee's beautification efforts by calling the Parks Department.

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Photo: **2011 Community Clean-up**