



MEDIA RELEASE



Welland Promotes Earth Day at its Third Annual Event

For Immediate Release – Thursday, April 17, 2008 – 3:00 p.m.

Welland – The City of Welland will be hosting its third annual celebration of Earth Day on Merritt Island this Saturday, April 19, 2008 from 11:00 a.m. to 3:00 p.m.

Earth Day events this year include tree planting, tours of the water treatment plant, crafts using recycled materials, bat house building, and seed planting, as well as other events and information on eco-friendly programs and incentives offered by the City's Conservation Committee and the Region of Niagara.

Before Earth Day celebrations officially kick-off at 11:00 a.m., the Welland River Keepers are spearheading a cleanup of the riverbanks along Merritt Island starting at 9:00 a.m.

Earth Day, considered the birth of the environmental movement, was first celebrated in the United States on April 22, 1970, by some 20 million people. US Congress, inspired by the magnitude of this first event, subsequently passed clean air and water Acts and established the Environmental Protection Agency in that country. Twenty years later when Earth Day grew to an international event, Canadians, among other countries, joined the cause bringing the number of people who celebrated Earth Day in 1990 to about 200 million; today that number has tripled. Over 600 million people world wide commemorate Earth Day by participating in events in their communities.

Earth Day in Canada has grown into Earth Week and Earth Month due to the increasing number of projects and events and the increased level of awareness of environmental causes that Earth Day has brought to the forefront.

"This year's format for Earth Day is different from last year's in that it is more interactive," said Councillor Paul Grenier, Chair, of the City's Conservation Committee. "Many volunteers have worked hard to make this Saturday an informative and fun event for the whole family. We look forward to providing parents and children with information that they can translate into activities to make it Earth Day everyday in their homes."

For more information about Earth Day and 2008 Earth Day Events, visit www.earthday.ca.

For further information contact:
Amanda Degazio
(905) 735-1700 ext. 2221
conservation@welland.ca

City of Welland
60 East Main Street
Welland, ON L3B 3X4

EARTH DAY EVENTS – Saturday, April 19, 2008 Merritt Island, Welland

9:00 am

- Welland River Keepers Riverbank Clean-up on Merritt Island – Bring your boots and pitch in to clean-up the riverbank

11:00 am **CELEBRATIONS OFFICIALLY BEGIN**

- Tree Planting – Niagara Peninsula Conservation Authority (NPCA), Scouts, City of Welland staff
- Yellow Fish Road Program – NPCA
- Children's Planting Tent – seed planting (Vermeer's Garden Centre)
- Bat house building (Rona Welland Lumber)
- 1858 Survivor Challenge – 150th Anniversary Youth Committee
- Crafts using recyclable materials with Ida May
- Face Painting
- Welland's conservation programs/ incentives, home and landscaping audit information – City of Welland Conservation Committee
- Smart Gardening – Niagara Region
- Recycling programs – Regional Municipality of Niagara, Waste Management Division
- Tours of Water Treatment Plant on Merritt Island – Regional Municipality of Niagara, Water and Wastewater Division
- Green Venture and the WRCC will also be present promoting Earth Day events

Noon Litterless Lunch Provided – The Lunch Lady providing ideas for litterless school lunches

3:00 pm Close of event on the Island