

BUFFALO CITY MUNICIPALITY

MEDIA RELEASE



15 September 2008

TO ALL MEDIA

For immediate release

**Buffalo City
Municipality**

In our efforts to keep our city clean, improve its aesthetic beauty and encourage our people to take pride in their environment, Buffalo City Municipality is calling on our community to partake in the upcoming Cleanup Campaign scheduled for September 19.

We will be rolling our sleeves and get dirty while joining forces with the Amathole District Municipality, the Institute for Waste Management of Southern Africa and Buyisa-e-bag in the Campaign.

The purpose of the clean up is to encourage and educate taxi drivers, commuters and street traders about recycling, littering and environmental cleanliness.

The Cleanup Campaign will be taking place in two areas, kicking off at the Gillwell East London CBD taxi rank at 7am, where dignitaries will deliver speeches and education sessions to encourage the relevant stakeholders.

The second part of the Cleanup Campaign moves to Pefferville Primary School at 9am. This is where we will be targeting scholars and community members to further spread environmental education.

The event will conclude at the Gompo hall high profile officials from Buffalo City, provincial government departments, Mr B Makgoga CEO of Buyisa-e-bag and president of Institute of Waste Management of Southern Africa will address the crowds.

We also welcome the coming on board of the non-governmental organisation like Buyisa-E-Bag whose aim is to encourage the collection, re-use and recycling of plastic shopping bags that are discarded in the waste stream, as well as making provision for the collection of litter from environmentally sensitive areas, including rural areas, tourist areas, low and high density socio-economic urban.

We encourage our people to take environmental cleaning into their hearts and follow suit to the heart-warming trends demonstrated by some of our communities members along our beachfronts after the wave storms and take pride to ensure that our surroundings are cleaned.

Our efforts are to make this project sustainable and create a recycling programme in our areas. We encourage all interested parties to join in and participate by contacting BCM's Chief Environmental Impact Systems Officer, Kamva Qwede on 043 707 5804.

- Ends -