



## **Reduce The Juice**

### **REDUCE THE JUICE RECEIVES COMMUNITY GO GREEN FUNDING FOR WATERLOO TRANSPORTATION PROJECT**

For Immediate Release

(Orangeville, April 21) Reduce the Juice Executive Director, Theresa Sauren, announced today a Community Go Green Fund grant of \$26,060 over one year which will allow the group to expand its project "Driving Home An Emissions Free Future" based in Waterloo Region.

"This funding is great news," said Ms. Sauren. "It recognizes that young people should take a leadership role in their communities and it offers them a hands-on- opportunity to help reduce greenhouse gas emissions."

The Community Go Green Fund is a new program from the Ontario Ministry of the Environment to support projects which reduce greenhouse gas emissions across Ontario. Developed by community groups, small municipalities and environmental organizations, the projects are tailored to local needs. Projects will assist residents to switch to a more sustainable, low carbon lifestyle. The first funding round provided a total of \$2.6 million to support 24 projects across Ontario.

"This grant means that we can work with three elementary schools and take the anti-idling message as a means of reducing smog and greenhouse gas emissions to over 500 children. Local high school students will act as mentors for the younger children," said Ms. Sauren. "They'll take home the ideas and strategies they develop and will influence their parents to reduce idling. The students can have a big impact well beyond their schools."

The Waterloo Transportation Project continues RTJ's community work with young people. Last year a RTJ team of 2 university students worked closely with the small business community in Orangeville offering free energy audits. The students performed many audits and retrofits which resulted in a combined savings of over 70,000 kWh or approximately \$7700 in electricity usage.

"It was the perfect summer job," said Sara Wicks, RTJ Team Leader who is studying at the University of Guelph. "We had the chance to talk about important environmental issues, such as climate change and to show that energy conservation can save real money for a small business. And while they were saving money they became part of the solution instead of being part of the problem."

"Conservation is a big part of addressing climate change, whether we are saving electricity or gasoline," said Randy Dryburgh, RTJ's Educational Coordinator. "More and more schools and communities are realizing that real environmental solutions must begin locally and must include young people. That's the Reduce the Juice approach so we anticipate lots of cooperation and support as we expand to Waterloo Region."

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### **About Reduce the Juice**

Reduce the Juice is a project of The Reduce the Juice Project, a non-profit foundation dedicated to empowering youth to develop leadership on climate change issues.

RTJ first received province wide recognition in the summer of 2005 after achieving two Ontario milestones, (i) building the first school based wind and solar energy generator on the roof of Centre Dufferin District High School under the guidance of RTJ volunteers, (ii) organizing a residential energy conservation program which was delivered by a RTJ team of young people and which achieved a reduction of Shelburne's electricity consumption by over 5%. Peter Love, Ontario's Chief Energy Conservation Officer, awarded RTJ with Certificates of Recognition for outstanding conservation efforts for both projects.

RTJ has since designed and delivered three more energy conservation projects in Shelburne and in Orangeville. Outreach to the community by the students and the in school projects have worked to create the foundation for a sustainable conservation culture in the County of Dufferin. The 2007 Trillium grant will allow for expansion of these activities to Waterloo Region.

For more information see [www.reducethejuice.ca](http://www.reducethejuice.ca) or contact

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