



Reduce The Juice Waterloo

Reduce the Juice Celebrates Introduction to Waterloo Region Summer 2008 Project with Launch Party July 9th in Waterloo Park

Students in the youth-led environmental group invite local dignitaries and environmental leaders to celebrate the commencement of another successful year

Waterloo, ON – July 2, 2008 – The Reduce the Juice Foundation is beginning its fourth summer project which follows three years of successful, youth-led environmental initiatives. The foundation facilitates these youth-led projects which in past have included energy conservation and business energy audits.

This summer, for their first time in Waterloo Region, the student group will be going door-to-door to encourage people to reduce emissions from personal vehicle use. By completing a short survey and personal pledge form, residents can compare their current vehicle impact to the easy, cost-effective steps they can take for emissions reduction – and fuel savings!

To celebrate the Waterloo summer project, Reduce the Juice will be hosting a launch party in Waterloo Park Wednesday July 9th, 2008 from 1pm to 3:30pm. A number of local and federal officials have been invited to attend.

Reduce the Juice will continue their environmental project at Waterloo Collegiate Institute in the fall with an Anti-Idling Campaign. The high school students will then mentor three elementary schools – Keatsway, Centennial and Laurelwood – through their own Anti-Idling campaign in the winter of 2009.

The Reduce the Juice Project 2008 is supported by Public Health of Waterloo Region, the Trillium Foundation, the Chamber of Commerce, the City of Kitchener, the City of Waterloo, Waterloo Region District School, Natural Resources Canada, Service Canada and the Province of Ontario.

For more information on Reduce the Juice, energy saving tips and smart driving options, visit the website at www.reducethejuice.ca.

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