
Reduce the Juice campaign urges drivers to stop idling

Record staff

WATERLOO REGION

A community campaign begins today to persuade drivers to help reduce emissions and save fuel by not idling their engines. Reduce the Juice will also seek to persuade residents to get out of their cars in favour of greener ways to get around. Local students will lead the education campaign this summer, targeting residents at community events and in their neighbourhoods. The campaign will move into schools this fall. It kicks off today at 1 p.m. at the Waterloo Park pavilion. More details can be found at www.reducethejuice.ca.