

PUBLIC SERVICE ANNOUNCEMENT



I Don't Flush and Why You Shouldn't Either
*Campaign teaches proper disposal of fats, oils and grease to
protect your pipes and the environment*



EMBARGO: TORONTO – October 12, 2017 – Cool it. Scrape it. Green bin it.

Consumers are being asked to take a closer look at how they dispose of their fats, oils and grease commonly referred to as FOG.

The Ontario Clean Water Agency (OCWA) and the Clean Water Foundation (CWF) – in conjunction with the Regional Municipality of York, Town of LaSalle, Niagara Region, City of Barrie and Town of Bradford West Gwillimbury – have teamed up to launch the *I Don't Flush* 2017 public awareness campaign. The campaign is now in its third phase, with earlier emphasis encouraging the proper disposal of waste pharmaceuticals, followed by the proper disposal of personal hygiene products.

Bringing the issue to the forefront with a cheeky approach to what should and shouldn't be flushed down our pipes, the newest campaign includes a PSA urging the public to cool it, scrape it, green bin it:

- After a meal, allow any leftover FOG to cool in pans and then scrape into the green bin.
- Liquid FOG can be poured into containers such as tin cans, empty coffee cans or milk cartons and left to harden, then scraped into the green bin.
- Examples of FOG include meat fat, butter and margarine, milk and cream, sandwich spreads, salad dressing, and sauces and gravies.

Residents who do not have a green bin can throw FOG in the trash or consult their municipality for further options.

“The bottom line is that improper FOG disposal hurts your wallet and the environment,” says Amy Lane, Manager of Marketing and Communications, OCWA. “The *I Don't Flush* campaign highlights what happens when you put FOG down the sink or toilet. When FOG cools, it can form blockages in pipes and sewers. In turn, these blockages can lead to costly basement flooding and sewage overflows onto streets and surrounding areas.”

The improper disposal of FOG, especially when combined with flushing personal hygiene products, not only leads to costly repairs, it also has a larger impact on local wastewater facilities. Canadian municipalities spend more than \$250 million a year removing garbage from sewer systems, according to the Municipal Enforcement Sewer Use Group.

“It's extremely important the public understands that sinks and toilets are not garbage cans,” adds Christopher Hilkene, President, Clean Water Foundation. “As seen in recent news reports, ‘fatbergs’ are causing major blockages in sewer systems around the globe. These massive blobs of FOG and personal hygiene products like wipes can lead to sewage overflows that pollute our natural environment. We all have to do our part and be careful about what we put down our drains.”

To view the full PSA, and for more information about the Ontario Clean Water Agency (OCWA), The Clean Water Foundation and participating supporters, visit www.idontflush.ca.

In addition to the website, more information can be found on [Facebook](#) and you can join the conversation on [Twitter](#) at [#idontflush2017](#).



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