

## PUBLIC SERVICE ANNOUNCEMENT



# *I Don't Flush* Campaign wins CWWA Utility Excellence Award

December 13, 2016

Then Clean Water Foundation and the Ontario Clean Water Agency were honoured in November with a **Utility Excellence Award** (Community Outreach) from the **Canadian Water and Wastewater Association** for the I Don't Flush public awareness campaign. I Don't Flush encourages the public to properly dispose of household items rather than flushing them down the toilet.

The campaign began in 2014 with a focus on unused medications and then most recently targeted personal hygiene products (wipes, sanitary, dental floss). The campaign has generated more than 50 million media impressions so far, with publicity from GlobalNews, the Weather Network, CTV and many, many online and social media channels.

Now we're turning the spotlight on Fats, Oils and Grease (FOGs). FOGs are a major issue at wastewater facilities, one that costs significant time and money every year to manage. Our aim is to cut through the fat, getting to the nitty gritty on how damaging FOGs are to your system and showing people how changing their habits can make a difference.

We need YOUR HELP to spread the I Don't Flush word. To learn more about how your community can join the 2017 campaign on FOGs, please contact Christopher Hilken, President, Clean Water Foundation, at [chilkene@cleanwaterfoundation.org](mailto:chilkene@cleanwaterfoundation.org) or Amy Lane, OCWA Marketing and Communications Manager, at [alane@ocwa.com](mailto:alane@ocwa.com).

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