

PITCH-IN CANADA Media Release

Contact: Misha Cook: 604 536 4726 Fax: (604) 535-4653 eMail: misha@pitch-in.ca Web Site: www.pitch-in.ca

1 877 474 8244

FOR IMMEDIATE RELEASE

download from website if desired

TWELVE RECIPIENTS OF CLEAN WORLD AWARD ANNOUNCED

Governor General, Patron of PITCH-IN CANADA, recognizes recipients with Award

Recipients of this year's PITCH-IN CANADA Clean World Awards include nine individuals, one organization and two national Foundations.

The awards, signed by Her Excellency The Right Honourable Michaëlle Jean, C.C., C.M.M., C.O.M., C.D., Governor General of Canada and patron of PITCH-IN CANADA, are the highest recognition given by PITCH-IN CANADA, honouring sustained action by individuals, governments, schools, businesses, business organizations and non-governmental organizations to improve Canada's environment.

The 2008 recipients include one organization, the Prince Edward Roundtable on the Economy and the Environment; two long-time official supporters of PITCH-IN CANADA WEEK, The TD Friends of the Environment Foundation and The Suncor Energy Foundation; and nine individuals including John Schoonderbeek of Mitchell's Corner, Ontario and Helga Heine of Surrey, B.C., and seven volunteer Directors of PITCH-IN CANADA, Don Dick, Edmonton, Alberta; Donna Russett, Stirling, Ontario; Martyn Green, Nanoose Bay, Alice Johnson, Langley, John Pettifer, Penticton, Dolores Racine, Crescent Beach, and Jack Roche, Pitt Meadows, British Columbia.

"We are always pleased to be able to recognize the individuals, foundations, organizations, and corporations who work, often unheralded, to improve our environment," said Valerie Thom, Executive Director, PITCH-IN CANADA. "These twelve recipients are excellent examples of the sort of effort being put forth by Canadians in many capacities to improve the environment for their fellow Canadians."

Noting that the 2008 recipients include seven PITCH-IN CANADA Directors, Thom added "PITCH-IN CANADA felt that it was time that these long-serving volunteer Directors, working behind the scenes to ensure that our organization can continue to carry out its own mandate of sustained action to improve the environment, were recognized."

The Clean World Award was established in 1992 by PITCH-IN CANADA. The award was first presented in 1994 to thirty-one recipients across Canada. Since then 37 others, including these 2008 recipients, have been honoured with the Award.

The names of Clean World Award recipients as well as information about the nomination process can be found on PITCH-IN CANADA's website at www.pitch-in.ca.

A PRECIS OF THE ACHIEVEMENTS OF EACH RECIPIENT IS ATTACHED



2008 RECIPIENTS OF PITCH-IN CANADA'S CLEAN WORLD AWARD

FOUNDATIONS

SUNCOR ENERGY FOUNDATION

Suncor Energy Foundation has been an official supporter of PITCH-IN WEEK in Alberta and Ontario for six years.

Through their contributions millions of volunteers have been able to show their concern for maintaining a clean and healthy environment by participating in local, positive action projects initiated as part of their community's PITCH-IN WEEK campaign.

The Suncor Energy Foundation is proud to support PITCH-IN CANADA and many other important environmental initiatives in Canada.

TD FRIENDS OF THE ENVIRONMENT FOUNDATION (TD FEF)

TD Friends of the Environment Foundation has been a proud supporter of PITCH-IN Week since 1997.

Over the past 19 years, TD FEF has provided \$47 million in funding to over 17,500 grassroots environment and wildlife projects across Canada. In 2008, FEF provided more than \$3 million in support of over 800 projects. Thousands of TD customers and employees donate to TD FEF on a monthly basis and TD Bank Financial Group contributes in excess of \$1 million annually. TD also covers the management costs of running TD FEF; this ensures 100 per cent of every dollar donated goes directly to funding environment and wildlife projects in the community where the donation was made. For more information on how to donate and get involved in your community, visit www.fef.ca.

ORGANIZATIONS

P.E.R.T.E.E

Prince Edward Round Table on the Economy and the Environment

P.E.R.T.E.E.'s main program, "Trash Bash", began 15 years ago when two groups cleaned up 10 kilometers of roads. By 2006, Trash Bash had grown to involve close to 900 volunteers cleaning 636 kilometers of highway.

The Prince Edward Round Table on the Economy and the Environment, with the help of their sponsors, takes on the following

- Registers groups and roads
- Provides gloves, plastic bags, signage for cars and instructions
- Organizes a post clean-up event providing hot dogs, burgers, pop, music and presentations by dignitaries.

P.E.R.T.E.E. numerous activities and programs encourage community awareness of, and participation in, the opportunities provided by the organization to sustain and improve the local environment.

The Prince Edward Round Table on the Economy and the Environment has demonstrated a sustained effort to improve its environment, in accordance with PITCH-IN CANADA's objectives.

INDIVIDUALS

John Schoonderbeek, Mitchell's Corner, ONTARIO

John Schoonderbeek has made an outstanding contribution to the well-being of his community through volunteer efforts. He is an environmental steward in his community. His clean up efforts started 15 years ago as an annual Earth Day project. For the past 10 years he has been picking up garbage every day along 7 km of village roads, ditches, and woods, recycling everything he can, and reusing some found items.

John Schoonderbeek was nominated by Mr. John O'Toole, MPP and documents his ongoing efforts to beautify his community and to improve the quality of life for his neighbours.

Mr. John Schoonderbeek has demonstrated a sustained effort to improve the environment, in accordance with PITCH-IN CANADA's objectives

MORE ON REVERSE

Ms. Helga Heine, Surrey, BC

Helga Heine was featured several years ago in her community newspaper for her dedication in cleaning up a local dike on her daily walks. A senior citizen, her perseverance and effort in hauling out the amazing quantity of litter she collected daily were especially noteworthy. Since then, PITCH-IN CANADA has supplied Ms. Heine with free PITCH-IN garbage bags to facilitate her remarkable efforts and she participates enthusiastically in the annual PITCH-IN WEEK campaign.

Nominated by the staff of PITCH-IN CANADA, Ms. Heine has demonstrated a sustained effort to improve the environment, in accordance with PITCH-IN CANADA's objectives

The following individuals have each served many years as a volunteer Director of PITCH-IN CANADA. PITCH-IN CANADA has nominated each Director as a worthy recipient of the CLEAN WORLD AWARD, as each has demonstrated a personal sustained effort to improve the environment, in accordance with PITCH-IN CANADA's objectives

Mr. Don Dick, Edmonton, AB

Mr. Dick originally joined the Board of Directors as the representative of Scouts Canada in Alberta and has remained on the Board since his retirement. His professional experience and personal values have been very beneficial to PITCH-IN CANADA.

Mr. Martyn Green, Nanoose Bay, BC

Martyn is currently Chair of PITCH-IN BRITISH COLUMBIA and Vice-Chair of PITCH-IN CANADA. He has served as a member of the PITCH-IN BRITISH COLUMBIA Board and, more recently, the PITCH-IN CANADA Board for many years. His thoughtful oversight has made him a greatly valued member of the volunteer Board of Directors.

Ms. Alice Johnson, Langley, BC

Alice has served as Chair of PITCH-IN CANADA and, formerly, of PITCH-IN BRITISH COLUMBIA. Alice has put in many hours carrying out the duties of volunteer Chair, and she has also spearheaded one of the most successful Cell Phone Collection programs in Canada, as part of PITCH-IN CANADA's Cell Phone Collection and Recycling Program, raising thousands of dollars for another volunteer commitment.

Mr. Jack Roche, Maple Ridge, BC

Jack also originally came to the Board through his professional association with Scouts Canada. Jack has provided many years of valuable service as Treasurer of PITCH-IN BRITISH COLUMBIA.

Mr. John Pettifer, Penticton, BC

Like Mr. Roche and Mr. Dick, John joined the Board as a representative of Scouts Canada in British Columbia and later Canada. Now retired from his position as CEO of Scouts Canada, he has brought the same high standards to his role as a Director, and especially to that of National Treasurer for many years up till 2007.

Ms. Dolores Racine, Burnaby, BC

Dolores originally joined the Board as a representative of Girl Guides of British Columbia, and has continued to serve on the PITCH-IN Board since her retirement as a Guiding volunteer. She has served faithfully as a Director of both PITCH-IN BRITISH COLUMBIA and PITCH-IN CANADA.

Ms. Donna Russett, Stirling, ON

Originally a representative of the Women's Institutes of Ontario to the Board of PITCH-IN CANADA, Donna has provided valuable guidance and insight during her long tenure on the Board, many years as Treasurer for the Ontario campaign..

For more information contact:

Misha Cook

misha@pitch-in.ca