

# City of Johannesburg launches monthly clean-up campaign

11 August 2017

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The City of Johannesburg's Executive Mayor, Cllr Herman Mashaba, together with community leaders and various stakeholders, will launch a monthly cleanup volunteer campaign on 14 August 2017 at the Yeoville Recreation Centre, to encourage the reduction of grime and litter within Johannesburg.

The campaign will seek to unite residents within the City to work together with government and skilled stakeholders in ensuring that Johannesburg becomes clean.

The City had initiated increased services within Pikitup, the City Entity which provides cleaning services, which is starting to prove successful. The largest component of this campaign will focus on cleaning the City, to position it as a job-creating investment and a City which its residents can be proud to call home.

The campaign will also strive to encourage residents to take better care of the environment by promoting a culture of reducing, re-using and recycling waste in ensuring that Johannesburg becomes one of the cleanest Cities in Africa.

Appropriate waste management will ensure that the City has an opportunity not only to avoid the harmful impacts associated with waste which can cause serious health hazards to residents, but also to recover resources, realize environmental, economic and social benefits as well as take a step on the road to a sustainable future.

Through the launch of this campaign the City will lead the way in ensuring that it becomes a widely embraced initiative through engagement with residents.

Some of the personalities taking part in the campaign include;

**Event Details are as follows:**

Date: 14 August 2017

Time: 11:00 for 11:30 – 13:30

Venue: Yeoville Recreation Centre (Cnr of Raleigh street and Fortesque Road, Yeoville)

Members of the media are invited to RSVP via email: [SiyandaMa@Joburg.org.za](mailto:SiyandaMa@Joburg.org.za) by 13:00, tomorrow, 12 August 2017.

**Media enquiries:**

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