

NEWS RELEASE

For Information Contact:

Mitchell Happ
Marketing Coordinator
306-447-9121
mhapp@meewasin.com

For Immediate Release:

April 17, 2025

Clean-Up Campaign Kickoff

SASKATOON – The Meewasin Valley Authority is excited to announce the launch of the 44th annual Clean-Up Campaign, presented by Nutrien. This initiative encourages organizations, groups, and individuals to register, organize, and receive materials to safely pick up litter and restore the natural beauty of the Saskatoon area.

Members of the media are invited to join the official Campaign kick-off event held at 9 a.m. on Tuesday, April 22, 2025, at the River Landing Amphitheatre.

- 8:30 a.m. – 9:00 a.m. – Group registration at the Meewasin Office
- 9:00 a.m. – 9:30 a.m. – Dignitaries address the crowd at River Landing
- 9:30 a.m. – 10:00 a.m. – Groups begin cleaning

For over four decades, dedicated volunteers have joined forces in this campaign, collectively removing thousands of kilograms of waste from the community's natural spaces each year. These efforts help safeguard plants, animals and sensitive ecosystems from the detrimental effects of litter while enhancing the beauty of our shared environment.

Mike Velonas, CEO of Meewasin Valley Authority, emphasizes the importance of this initiative:

“The annual Clean-Up Campaign is a great example of the power of community action. By participating, everyone involved helps to protect fragile habitats, ensure cleaner waterways, and enhance the breathtaking Meewasin Valley for future generations. Together, we can make a tangible difference through stewardship of the natural corridor that means so much to the Saskatoon region.”

The Meewasin Trail is the most popular recreation amenity in the Saskatoon region. In 2024, the trail experienced 2.365 million visits. This marks the fourth consecutive year annual visits have surpassed two million. The Meewasin Valley thrives thanks to the efforts of countless volunteers and sponsors. Meewasin would like to extend our heartfelt gratitude to those who make this campaign possible, including Nutrien, Loraas Disposal, the City of Saskatoon, and the Trans Canada Trail.



About Meewasin Valley Authority

The Meewasin Valley Authority exists to ensure a healthy and vibrant river valley, with a balance between human use and conservation by:

- *Providing leadership in the management of its resources;*
- *Promoting understanding, conservation and beneficial use of the Valley; and*
- *Undertaking programs and projects in river valley development and conservation, for the benefit of present and future generations.*

There are 67 square kilometers of land and 107km of established trail, which has seen up to 2.32 million trail visits per year, in the Meewasin Valley. The area also features sites that help people to connect to nature through experiences such as Beaver Creek Conservation Area, the Meewasin Northeast Swale, Saskatoon Natural Grasslands, the River Landing Spray Area, and the Cameco Meewasin Skating Rink @Nutrien Plaza. Meewasin is a non-profit organization that relies on donations and volunteers for sustainability. To get involved or learn more visit www.meewasin.com