

**From:** [Genevieve Scharback](#)  
**To:** [Lindsey Glazier](#)  
**Subject:** FW: Thank You - Provincial Day of Action on Litter & Waste Reduction Week  
**Date:** November 24, 2020 8:21:08 AM

---

From: Minister, MECP (MECP) <Minister.MECP@ontario.ca>  
Sent: Mon, 23 Nov 2020 12:12:04 -0500 (EST)  
Subject: Thank You - Provincial Day of Action on Litter & Waste Reduction Week

Good afternoon,

We would like to express our appreciation and gratitude to you and your organization for your support during Waste Reduction Week 2020, which took place between October 19th and 25th, 2020.

Throughout Waste Reduction Week we saw a number of organizations and individuals host successful, safe, small-scale cleanup events and promote safe cleanup participation to the public. We also saw an overwhelming amount of digital participation through Twitter, Facebook, Instagram and other social media platforms. The ministry's digital toolkit was downloaded over 300 times and we had a digital audience reach of over 3 million people – far exceeding our reach for the 2020 Day of Action on Litter campaign back in May!

We could not have seen this success without your support and participation. It was truly encouraging to see so many people across the province come together in support of creating a cleaner Ontario, both for today and for future generations.

We would like to remind you that the 2021 Day of Action on Litter will be taking place on May 11, 2021. We are asking all of our partners to start thinking about how they may be able to host a cleanup on or around May 11 to recognize the 2021 Day of Action, or potentially shift other cleanups planned for the spring to May 11 to contribute to this provincial initiative.

We look forward to working with you again in the new year in preparation for the 2021 Provincial Day of Action on Litter. In the meantime, if you have any questions, please email [actONLitter@ontario.ca](mailto:actONLitter@ontario.ca) <<mailto:actONLitter@ontario.ca>>.

Thank you again for your support.

Jeff Yurek  
Minister of the Environment, Conservation and Parks

Andrea Khanjin  
Parliamentary Assistant to the Minister of the Environment, Conservation and Parks