



For Immediate Release

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Film inspires community waste reduction program

Local residents propelled to action after screening of Clean Bin Project in Kimberley

Kimberley, B.C. - BC filmmakers Jenny Rustemeyer and Grant Baldwin recently stopped in Kimberley for a special screening of their documentary, *The Clean Bin Project*, which tells the inspiring story of their year spent competing to buy the fewest material goods and produce the least household garbage.

A packed house at Centre 64 watched Jenn and Grant's often hilarious competition, but for one Kimberley resident, the film was not as much entertainment as it was a call to action.

"It's the cumulative effect of many small changes that are going to make the difference in our communities," explains Birgitta Jansen, "and this film really highlights the impact that an individual can have on the bigger picture. These sorts of events are great for raising awareness, but the process will stop there unless the enthusiasm generated by the movie is used to affect change."

Birgitta was so impressed by the efforts of the pioneering *Clean Bin* duo that she sent an e-mail to Wildsight asking "Are there any plans to follow-up on the movie?" And now there are.

"Wildsight is proud to be a partner in this initiative," says summer student Steph Whyte, "Reducing consumption and household waste is an easy way for everyone to reduce their impact on the environment." Whyte added, "Finding new uses for household waste, and creative solutions to simple problems can be a lot of fun with a light-hearted attitude."

Anyone interested in being a part of Kimberley and Cranbrook's first Clean Bin Community Initiative is invited to attend a brainstorming session on Tuesday, July 6th from 7:30 – 9:00 pm in Wildsight's Kimberley office at 2 – 495 Wallinger Avenue.

"We're looking to hear what parts of the film really resonated for attendees, and what other opportunities for action exist in our community," says Jansen. "We want to hear what area residents would like to see happen and what people want to do. The movie shows that the process can be inspiring and fun!"

**For more information, contact Wildsight at 250.427.2535 or kimcran@wildsight.ca.
For more information about the Clean Bin Project, visit www.cleanbinproject.com.**

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About Wildsight • www.Wildsight.ca

Wildsight works locally, regionally and globally to protect biodiversity and encourage sustainable communities in Canada's Columbia and southern Rocky Mountain region. This area is internationally recognized as a keystone to conservation in western North America.

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