

PUBLIC SERVICE ANNOUNCEMENT



I Don't Flush Campaign Urges Ontarians Not to Flush Personal Hygiene Products



TORONTO, ON — May 5, 2016 — Urging consumers to take a closer look at their personal hygiene disposal habits, the Ontario Clean Water Agency (OCWA) and the Clean Water Foundation (CWF)—in conjunction with the Regional Municipality of York, Town of Mississippi Mills, Niagara Region, City of Barrie and Town of Bradford West Gwillimbury, have teamed up to launch the *I Don't Flush* 2016 public awareness campaign on personal hygiene products. The campaign builds on the success of 2014's campaign, encouraging the proper disposal of waste pharmaceuticals.

The newest campaign includes a PSA urging the public not to flush personal hygiene products—even when labelled “flushable”—down the toilet or drain.

“Just because things are labelled flushable, doesn't mean we should flush them,” says Amy Lane, Marketing and Community Outreach Specialist, OCWA “We all have a role to play in protecting our lakes and rivers—the *I Don't Flush* campaign highlights the importance of keeping non-flushables out of our systems and helping contribute to a cleaner environment.”

Flushing personal hygiene products causes blocked sewers and can lead to sewer backups, flooded basements and raw sewage discharge into our lakes and rivers, all of which are extremely costly to municipalities and taxpayers. Each year, Canadian municipalities spend more than \$250 million removing garbage from our sewer systems, according to the Municipal Enforcement Sewer Use Group (MESUG). Because our sewers are not perfect we also see more and more garbage ending up in our waterbodies.

“It's extremely important the public understands that toilets are not garbage cans,” adds Christopher Hilkene, President, Clean Water Foundation. “Ontario's water utilities provide high quality drinking water and wastewater services throughout the province, but keeping our lakes and rivers clean requires each and every one of us to do our part.”

To view the full PSA, and for more information about the Ontario Clean Water Agency (OCWA), The Clean Water Foundation and participating supporters, visit www.idontflush.ca.

In addition to the website, more information can be found on [Facebook](#) and you can join the conversation on [Twitter](#) at #idontflush2016.

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