

CLEAN WATER FOUNDATION AND OCWA LAUNCH A PRESCRIPTION FOR CLEAN WATER

A Call to Ontarians to "Take-Back" their unused and unwanted pharmaceuticals

TORONTO – April 12, 2013 – The Ontario Clean Water Agency (OCWA) and the Clean Water Foundation announced today the launch of A Prescription for Clean Water (www.cleanwaterfoundation.org/prescription.html). Running from April – November 2013, A Prescription for Clean Water is a public awareness and engagement campaign to encourage Ontarians to return their unused and unwanted medications to their local pharmacies for proper disposal.

In Canada, small traces of pharmaceuticals are being detected in the environment, primarily in water and soil. One of the ways these medications get into the environment is by improper disposal – either by flushing down the toilet or simply throwing in the trash. OCWA and the Clean Water Foundation are pleased to be working together on this important initiative to educate the public about the proper disposal of these pharmaceuticals.

“When unused and unwanted medications are disposed of improperly, they have the potential to end up in our rivers and lakes,” said Christopher Hilken, President, Clean Water Foundation. “We are asking people to take back unwanted medications to participating pharmacies, where they are collected and disposed of safely,” he added.

The potential human health risks associated with minute levels of pharmaceuticals in water is very small; however, taking preventative action by disposing of pharmaceuticals safely helps to protect our drinking water sources over the long term.

“OCWA ensures clean, safe drinking water for Ontarians. We employ the right people, know-how and technologies required, so you can have confidence in the water coming out of your tap” says Nick Reid, Vice President, Strategic Partnerships, OCWA. “A Prescription For Clean Water is exciting because it allows us to work directly with our customers to protect the source of our water.”

A Prescription For Clean Water is a call to action that uses traditional and new media as well as events in OCWA communities to educate Ontarians about the need to properly dispose of unwanted medications by taking them back to local participating pharmacies. Find out where you can return your pharmaceuticals by visiting www.ocwa.com/pharma.

About OCWA

The Ontario Clean Water Agency (OCWA) provides environmentally responsible and cost-effective water and wastewater services to municipalities, institutions, industry and First Nations. Established as a provincial crown agency in 1993, OCWA operations, engineering, and technical services provide clean water expertise to communities and businesses all across Ontario. www.ocwa.com

About the Clean Water Foundation

The Clean Water Foundation is a Canadian non-profit organization dedicated to engaging individuals in actions that preserve, protect and improve our water. We work in partnership with public, private and charitable interests to create policies and programs that encourage water friendly behaviors. For more information visit www.cleanwaterfoundation.org.

-30-

For more information please contact:

Christopher Hilkene, President, Clean Water Foundation,
416-425-1313
chilkene@cleanwaterfoundation.org

Katherine Wood, Communications Specialist, OCWA
416-843-7829
kwood@ocwa.com