



**MEDIA
ADVISORY**

April 17, 2009

CANADA'S VEHICLE RECYCLING PROGRAM DRIVES SASKATCHEWAN'S FUTURE

*Saskatchewan Environmental Society is at the wheel steering
Saskatchewan towards a cleaner and healthier environment*

REGINA - Saskatchewan residents will soon breathe easier thanks to Canada's new vehicle recycling program, Retire Your Ride. Managed by Clean Air Foundation and delivered locally by the Saskatchewan Environmental Society, the program aims to effectively and efficiently recycle 1995 model year or older vehicles in an environmentally responsible manner. This national initiative is an effort to improve air quality and encourage the use of sustainable transportation.

The Government of Canada has committed to investing up to \$92 million to the Retire Your Ride program to help Canadians recycle their older, higher polluting vehicles and make sustainable transportation choices, leading to reduced air pollution and greenhouse gas emissions.

On April 24, Saskatchewan Environmental Society will be hosting a press conference to announce the details of the program and how Saskatchewan car owners can qualify for up to \$1000 worth of rewards.

Where: **Saskatchewan Transportation Company**
Passenger hall in the terminal
1717 Saskatchewan Drive, Regina

Date: Friday April 24, 2009

Time: 11:00 – 11:30 am

For more information call:
Retire Your Ride, Saskatchewan Environmental Society
(306) 956-2277