

# Media Release

**FOR IMMEDIATE RELEASE**

**April 27, 2017**

## **“Paint a Picture” campaign promotes water conservation and tackles climate change**

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Caledon students and artists are once again issuing an artistic challenge to conserve water and reduce greenhouse gas emissions through ecoCaledon's “Paint a Picture” campaign.

“I’m always amazed at the passion and creativity students bring to this project,” said Mayor Allan Thompson. “It’s a refreshing reminder of how important it is for all of us to do what we can to battle these environmental challenges, for the sake of our children.”

The “Paint a Picture” campaign, introduced in 2010, is a partnership with the Town of Caledon and the TRCA. Until this year the focus has been on decorated rain barrels that promote water conservation.

For 2017, however, a second challenge was issued, to produce posters that would combat excessive vehicle idling, as per the Town of Caledon Idling Control By-law, introduced in 2014.

On Tuesday, May 2, 2017 students, teachers and ecoCaledon representatives will be displaying their posters and rain barrels, with a brief presentation starting at 6:00 p.m. at Town Hall prior to the 7:00 p.m. Council Meeting. The public is welcome to come and view the artists' work!

The rain barrels will also be on display at branches of the Caledon Public Library from May 3 to June 15 and on auction from May 2 to June 17. Proceeds from the auction go to ecoCaledon's environmental bursary program. To bid on a rain barrel, visit [ecocalledon.org](http://ecocalledon.org).

ecoCaledon is also inviting local businesses to display the posters from now until the end of May. So far over 50 Caledon businesses have taken up the challenge. The posters are also on display in various Town facilities.

St. Michael Catholic Secondary School, Humberview Secondary School, Robert F. Hall Catholic Secondary School and Mayfield Secondary School are participating in the rain barrel challenge. For



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the anti-idling poster challenge, Palgrave Public School, St. John the Baptist Elementary School and James Bolton Public School are participating.

### **About the Idling Control By-law**

As part of its [Community Climate Change Action Plan](#), the Town introduced the Idling Control By-law in 2013 to reduce greenhouse gas emissions and air pollutants that contribute to climate change and poor air quality. The By-law prohibits non-exempt vehicles from idling for more than two minutes within a 60 minute period. Vehicles may be ticketed a minimum of \$100.00 for violating the By-law. For more information on the anti-idling bylaw, visit [caledon.ca/by-law](http://caledon.ca/by-law). For more information on the Town's Community Climate Change Action Plan visit [caledon.ca/climatechange](http://caledon.ca/climatechange) or contact [environment@caledon.ca](mailto:environment@caledon.ca).

### **About ecoCaledon**

Started in 1995, ecoCaledon is an environmental committee that runs educational and awareness programs for Caledon schools and citizens. For more information visit [ecocalledon.org](http://ecocalledon.org).

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