

Pat Barrett

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TDSB Vetting Committee,
West Education Centre,
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To whom it may concern,

Drawing from my experience as a senior communicator specializing in waste management at the City of Toronto, I see great value in the Litter Prevention Program. It is a much needed community-driven educational, awareness-raising tool. I support the Program's aims, objectives and accuracy of its content. Prompting positive behavioural change results in less litter and a cleaner, safer city.

The Program is entertaining and informative for all age groups. More importantly, it's geared to children. A lesson learned early in life lasts a lifetime. The Litter Prevention Program is an innovative and effective way to encourage responsible environmental practices and product stewardship. It is important to reduce the number of people who litter because litter goes to landfill. By increasing the number of people who recycle fully and correctly, we reduce the volume of waste going to landfill and everyone benefits.

It is obvious that both Sheila and Alex care deeply about the environment and their energy and enthusiasm for doing the right thing is bound to be contagious.

Sincerely,



Pat Barrett