

# PRESS RELEASE



Tuesday, 22 April, 2025

## Downtown Bench Beamsville, Rotary Club of Lincoln, West Niagara Secondary School, and Jacob Beam Public School Lead Downtown Beamsville Earth Day Cleanup

Beamsville, ON: On April 22, 2025, in celebration of Earth Day, students from West Niagara Secondary School (WNSS) and Jacob Beam Public School joined forces with the Downtown Bench Beamsville, and Rotary Club of Lincoln for an impactful community initiative. Dubbed the "#TrashMob," the students dedicated one hour to cleaning up downtown Beamsville, demonstrating their commitment to environmental stewardship and community pride.

In just sixty minutes, the participants managed to collect an impressive 188.01 kilograms (415 Lbs.) of waste, surpassing last year's collection of 103 kilograms (227.08 Lbs.). This year some pretty large pieces of debris was collected from the downtown core.





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The success of this cleanup effort wouldn't have been possible without the invaluable support from all those involved. The Rotary Club of Lincoln provided essential assistance, ensuring the smooth execution of the event and weighing of all waste, and to the Town of Lincoln who assisted in picking up the bags at the end of the event.

The Downtown Bench Beamsville would like to extend their heartfelt gratitude to sponsors whose generosity made the event possible: Tim Hortons, Ryan's No Frills, Dominos Beamsville, Home Hardware, and Switzer-Carty Transportation.



"Downtown Beamsville is now shining a little brighter, thanks to the dedication of these incredible students and the support of our partners," said Jillian D'Archi Chair of the Downtown Bench Beamsville BIA. Our actions today serve as a powerful reminder of the collective responsibility we share in preserving and protecting our planet for future generations.

