

FOR IMMEDIATE RELEASE

World Cleanup Day 2023: Rotary Unites Johannesburg to Combat the Global Waste Crisis!

Johannesburg, Monday, 28 August 2023

The most significant single-day action to combat the global waste crisis, World Cleanup Day, celebrated in 191 countries, returns on September 16, 2023, bigger and better than ever before. Led by the Rotary Club of Johannesburg New Dawn in partnership with local community organizations across Johannesburg, the event unites thousands of volunteers to protect our city's environment and combat climate change.

Last year, the Rotary Club of Johannesburg New Dawn orchestrated the cleanup and rehabilitation of over 30 km of the Spruit network, stretching from Greater Kyalami in the north to Melville. With the collective effort of over 30 organisations and 1000 volunteers, 9 tons of waste were cleared. However, the urgency remains. "We must unite to safeguard our natural environment and strengthen our city's resilience against the waste management problem. Together, we can make a meaningful difference, leave a legacy of hope, and sustain a cleaner future for generations to come." Says Mbali Zulu, President of the Rotary Club of Johannesburg New Dawn.

This year, the Alexander and Soweto townships will be joining the action:

Alexander

Led by the Alex Water Warriors, the team has mobilised volunteers to get together and clean up the Jukskei River flowing through the Alexander township. There are now about 10 teams of 1000 local volunteers expected to collect about 1000 bags of rubbish along the different sections of the river on the day. "We are doing this as a way to make our environment clean in order to attract tourists and create work opportunities in our community." Stated Paul Maluleka, one of the founders of Alex Water Warriors.

Soweto

With 10 community organisations and 13 schools spearheading 11 cleanup sites, we're gearing up for the participation of 1000 volunteers to clean up a minimum of 10 dumping sites across Soweto on the day. To honour the dedication of volunteers investing their time and energy in Soweto's cleanup, we are planning a special celebration - the PARTY WITH A PURPOSE. This exclusive music festival will be accessible only to volunteers who actively participate in the cleanup activities. However, this event signifies much more than a celebration - it serves as a crucial kickstart to Soweto's sustainable waste management initiative.

How to Get Involved

Find a Cleanup Site Near You!

Be part of our army of volunteers fighting to preserve our precious rivers and green spaces.

To take part in this special event, volunteers or schools can visit the website of Rotary Club of Johannesburg New Dawn at www.newdawn.org.za to discover the closest cleanup sites to their location or register a new site and become a vital part of the movement to save our rivers and green spaces.

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