**Press Release litterpreventionprogram.com**

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**CONSERVATION COUNCIL OF ONTARIO STEPS UP LITTER FIGHT**

TORONTO (Feb 20, 2015) - The Conservation Council of Ontario has teamed up with the Litter Prevention Program to unveil a certification program to encourage businesses to boost and boast about their green credentials.

CCO President Marcus Paul announced the new Green Leader program at Queen’s Park with Sheila White, founder of the Litter Prevention Program and author of an annual report on littering released today.

“Ontario’s Litter Problem: In Whose Hands Does It Rest” presses for a call to action from all sectors to tackle what White describes as “a culture of littering that’s out of control.”

CCO developed the distinctive Green Leader Business Assessment to identify Ontario companies whose enterprises are sustainable and green. Having a litter prevention strategy is among the ways a business can earn points toward certification.

“We want to bring prestige and recognition to Ontario business leaders who do the right thing,” said Paul, who is CEO of Blixitt in addition to heading CCO, a non-profit umbrella charity devoted to conservation efforts since1952.

CCO is hosting an interactive workshop featuring White on Thurs., Feb. 26, from 6-8 p.m., at 215 Spadina, Suite 120, called “Littering: More Than Meets The Eye.” Contact CCO for tickets at [www.weconserve.ca](http://www.weconserve.ca) or 416-533-1635.

White said including “litter prevention” as a criterion for a corporate awards program is groundbreaking policy, a first for Ontario, according to her extensive research.

“Talking about littering is a basic first step toward solving this runaway problem,” she said.

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