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FOR IMMEDIATE RELEASE

NEW CITY PARTNERSHIP INCREASES WASTE DISPOSAL OPPORTUNITIES AT NO COST

(Warman, Sask.) – The City of Warman has entered into a partnership with Creative Outdoor Advertising that will make outdoor recycling and garbage disposal opportunities even more accessible for residents.

Within the partnership, Creative Outdoor Advertising will supply, install and maintain 14 three-stream waste receptacles at **no cost to taxpayers** in Warman. These receptacles will be located in areas with high pedestrian and motorist traffic – primarily at intersections on Central St and Centennial Blvd. Creative Outdoor Advertising will provide advertising space to local businesses on these receptacles. The City will receive 10 percent of the revenues from advertisements on the receptacles. City staff will also be tasked with emptying the receptacles as necessary.

“Council feels this partnership with Creative Outdoor Advertising is a win-win-win for Warman,” said **Mayor Gary Philipchuk**. “It increases the convenience and opportunity for proper waste disposal, local businesses have more high-visibility advertising opportunities and it comes with no cost to residents or the City.”

“Creative Outdoor is excited to be partnering with the City of Warman. We currently have programs up and running in Saskatoon and Martensville. Expanding our service to Warman was just a natural fit,” said **Marc Oosterholt, North American Municipal Affairs Team Lead with Creative Outdoor**. “The revenue-generating cost-free public space recycling program is an excellent way to recycle in public spaces. It also gives local small businesses a cost-effective way to promote themselves. Businesses can call 1-800-661-6088 to enquire about rates and availability.”

The receptacle locations will be as follows, with the chosen corner of the intersection in parenthesis:

- Central St & 8 Ave (SE)
- Central St & 6 Ave (SE)
- Central St & 6 Ave (NW)
- Central St & Centennial Blvd (NE)
- Central St & Centennial Blvd (South)
- Central St & 2 Ave (NW)
- Central St & 1 Ave (NW)
- Central St & Crystal Springs Dr (NE)
- Centennial Blvd & Pebble Beach Blvd (NE)
- Centennial Blvd & Augusta Blvd (NE)
- Centennial Blvd & Clubhouse Blvd (NE)
- Centennial Blvd & Clubhouse Blvd (SW)
- Centennial Blvd & 4 St (NW)
- 4 St W by École Warman Elementary School

The receptacles are tentatively scheduled to be installed by mid-to-late June 2023.

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For more information, media inquiries and interview requests, please contact:

Eric Busse

Communications Liaison & Executive Assistant - City of Warman

excassistant@warman.ca

306-385-2328 (office)