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PRESS RELEASE

FOR IMMEDIATE RELEASE

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DOWNTOWN BIA INVESTMENT CLEANING THE CAPITAL

Ottawa, ON – April 22, 2025 - The Downtown BIA is proud to reaffirm its dedication to the revitalization and stewardship of the downtown core by supporting city-wide initiatives like *Cleaning the Capital*—today and every day.

As part of its continued commitment to building downtown as a premier visitor destination and a thriving business hub, the Downtown BIA announces a new contract for enhanced street cleaning services throughout the expanded business improvement area. Building on efforts to support local, Ottawa-based LitterBusters was awarded the new contract.

“This investment underscores our belief that a clean downtown is a strong downtown,” says Kevin McHale, Executive Director of the Downtown BIA. “Whether welcoming visitors, supporting downtown businesses, or enhancing property values, these essential services are a key part of broader revitalization efforts.”

According to Downtown BIA Board Chair, Lindsay Appotive, “The positive impacts of a clean, safe and welcoming streetscape are many. As a small business owner and a property owner, I understand the immediate impact that cleanliness has on the downtown experience. It also instills a stronger sense of city pride of place.”

This commitment supports the BIA’s initiatives in public realm management, placemaking, sustainability and accessibility. The overall impact is the enhancement of the downtown experience for all, making it a cleaner and safer destination to shop, work, live and play.

About the Downtown BIA:

The Downtown BIA is a non-profit organization dedicated to enhancing the prosperity of Ottawa's downtown core. Serving as the collective voice of the downtown business improvement area, the BIA works to support businesses, property owners, and stakeholders in promoting growth, revitalization, and engagement. Its mandate is to steward economic and community development, destination development and advocacy efforts. Visit: www.hellodowntown.ca