

Public Service Announcement

Tundra Tidy Up - Iqaluit's Summer Clean Up Initiative

June 27, 2025 – Iqaluit, Nunavut

The City of Iqaluit is excited to launch the Tundra Tidy Up, a community wide photo contest that invites residents and businesses to help beautify our city this summer. This initiative is all about showing community pride, protecting our environment, and celebrating the positive impact of your efforts.

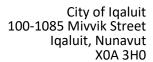
Starting Monday, June 30, participants can join by choosing a space that needs some attention and taking a photo before and after their clean up. If you are submitting on behalf of a business, be sure your company logo is visible in the image. Once you have finished tidying, you can share your photos by tagging the City of Iqaluit on Facebook, or by emailing them to comms@iqaluit.ca. Please include a short note about how much garbage you collected, for example, "3 bags of trash."

When posting on social media use the hashtag **#TundraTidyUp** if you are a resident or **#TundraTidyUpBiz** if you are submitting as a business. Make sure your account allows the City to contact you through direct message if needed.

Exciting rewards are available throughout the contest. Each week, one resident will win a gift card, and one business will receive a coffee break pack. Weekly winners will be selected through a random draw every Friday from July 4 to September 5, based on that week's entries. All eligible entries will also be included in a grand prize draw on September 5, with one grand prize awarded for a resident submission and one for a business submission.

This contest is open only to residents and businesses located in Iqaluit. By submitting your photos, you agree that the City may use them for promotional purposes, including sharing them on social media or in print.

Whether you are cleaning a local green space, tidying your driveway, or sprucing up your storefront, every bit of effort contributes to a cleaner, greener Iqaluit. So grab a bag, take your before and after photos, and show your community spirit. It is time for the Tundra Tidy Up!





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For additional information, please contact:

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