



a world class African city



Pikitup Johannesburg (Pty) Limited

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Braamfontein

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2017

[www.pikitup.co.za](http://www.pikitup.co.za)

20 May 2009

## Clean Up Day goes live on Facebook

Pikitup has launched an interactive Facebook support group as part of its integrated Clean City campaign, launched on 05 May to enhance the cleanliness of the City of Johannesburg for the Confederations Cup, 2010 World Cup and beyond. The Facebook element of the campaign, named "A cleaner Joburg" will focus on engaging with Facebook users who have one thing in common, a wish to see a cleaner Joburg and a willingness to support Pikitup in achieving this objective.

The Clean City Campaign kicks off officially on 6 June, with a 'Clean Up Day' where Joburg residents and businesses will join Pikitup in cleaning some of Joburg's dirtiest eyesores. "For a city the size of Joburg to remain clean, the public and the municipal waste management company need to meet each other half way," commented Thabiso Taaka, Chief Operating Officer of Pikitup. "We need the support and commitment of the people of Joburg in partnering with us to show the best version of Joburg when we are in the global spotlight, and of course, beyond."

As a source of information about the Clean Up Day, "a Cleaner Joburg" will offer members information on the Clean Up Day and how they can participate. It will also allow residents, businesses and associations to post their 'before and after pictures' of the sites that they helped clean on Clean Up Day.

"Our campaign aims to change the attitudes and behaviours of residents and we see social media like Facebook playing an important role in helping us to achieve this goal". said Thabiso Taaka, Chief Operating Officer of Pikitup. Residents can also visit [www.pikitup.co.za](http://www.pikitup.co.za) or call 011 712 5200 for more information about the Clean Up Day.

Ends



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