**PRESS RELEASE**

**17th October 2014, Kutaisi**

**Environmental cleaning campaign**

On October 17th 2014, between 12.00 and 15.00, Association ‘Peaceful and Business Caucasus’ (APBC), a member of **Caucasus Business and Development Network (CBDN)** together with International Alert, is organising acampaign in Kutaisi to clean up our town. The message and slogan of our event is:**“Let’s take care of our world together”.**

The main aim of this ecological campaign is to encourage our citizens and community to recognise that the health of our town rests directly on the cleanliness of the environment in which we all live. This begins on our own doorsteps, onour streets, at our places of work.

The event will begin at the city railway station Kutaisi-2 and finish by the territory of the old ‘Electromekhanikosi”. We call upon all organisations, institutions and the entire community of Kutaisi to support this campaign and bring cleanliness and order to those places that need it!

Those involved in the initiative will also pass through the town filmingareas both polluted and clean, recording the impressions and feedback of residents, and distributing information.

Similar events will be held in many of the towns across the South Caucasus, where the Caucasus Business and Development Network functions.

**About Us**

**Caucasus Business and Development Network** is a group of likeminded people engaging economic actors and business communities across the South Caucasus and Turkey in initiatives whichbuild trust and mutual understanding. Our work is guided by a shared vision of an economically connected cooperating peaceful Caucasus. CBDN, which was founded in 2005, symbolises a model of peaceful and effective communication in the region, promotes economic cooperation in sectors such tea and honey, and supports various kinds of local, bilateral and multilateral pilot initiatives. Find out more at: [www.caucasusbusiness.net](http://www.caucasusbusiness.net)

**International Alert** is one of the leading international peacebuilding organisations. We work in more than 25 countries of the world and have been helping people find peaceful solutions to conflicts for over 30 years. In the Caucasus we encourage dialogue and cooperation across conflict divides. We have been working in the Caucasus since 1993. Find out more at: [www.international-alert.org](http://www.international-alert.org)

**Sponsors**

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