



*Tsi Nahò:ten Karihwanákere Nó:nen'k*

# PRESS RELEASE

**Media Inquiries:**  
**Justus Polson-Lahache**  
Communications Officer  
(450) 632-7500 ext. 2267

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## **Mohawk Council of Kahnawà:ke**

Kahnawà:ke Mohawk  
Territory  
P.O. Box 720  
J0L 1B0

**Tel:** (450) 632-7500  
**Fax:** (450) 638-5958

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## **Carpool and win – environmental initiative launched for February**

For Immediate Release

**(Kahnawake – 1, Enníska/February 2016)** The Kahnawake Environment Protection Office, in conjunction with K103 Radio, Dustin's Convenience and the Kahnawake Youth Center (KYC) are pleased to announce the 'Carpool and Win' initiative for the month of February.

"The initiative aims to build awareness towards reducing our carbon footprint on the environment," said Environment Portfolio Chief Clinton Phillips. "This was the final project Eva Johnson introduced prior to her recent retirement. I am hoping that as many people as possible participate in honor of the time she spent on the front lines of protecting Mother Earth."

Carpoolers in groups of two or more that drop off a non-perishable food item at Dustin's are eligible to enter into a draw for a weekly prize of a \$50 Shop Kahnawake certificate and a K103 Radio Bingo 4 Pack. There is no limit to how many times you can enter. For carpoolers who can't make it to Dustin's, simply take a selfie of your carpool crew and post it on any social media with #K103Carpool and you'll be entered into the draw. Ensure your post is set to public so entries can be tracked.

Every Friday morning, a winner will be randomly drawn live on the K103 Rise and Shine morning show.

Carpooling is easy and fun, saves you money on gas and reduces greenhouse gas emissions for our future generations. 'Carpool and Win' is part of the Kahnawake Youth Center Winter Carnival.

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