



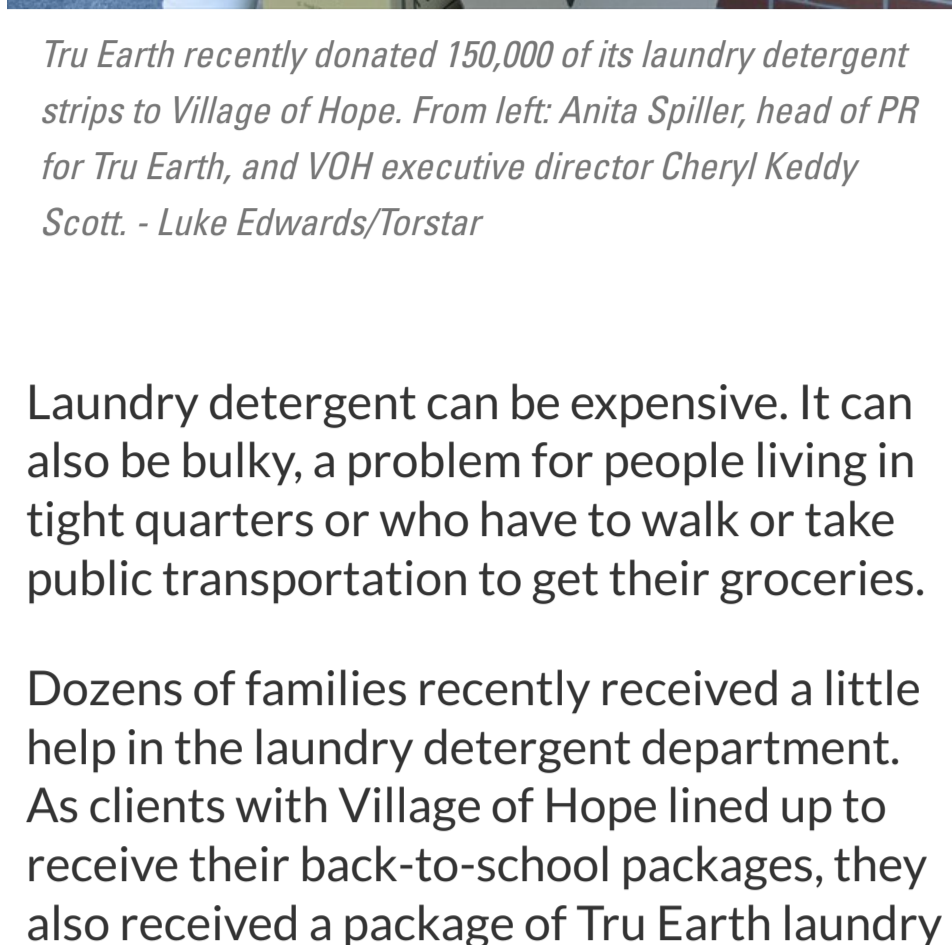
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Keeping it clean and green in Lincoln

COMMUNITY Sep 04, 2020 by [Luke Edwards](#)

Grimsby Lincoln News



Tru Earth recently donated 150,000 of its laundry detergent strips to Village of Hope. From left: Anita Spiller, head of PR for Tru Earth, and VOH executive director Cheryl Keddy Scott. - Luke Edwards/Torstar

Laundry detergent can be expensive. It can also be bulky, a problem for people living in tight quarters or who have to walk or take public transportation to get their groceries.

Dozens of families recently received a little help in the laundry detergent department. As clients with Village of Hope lined up to receive their back-to-school packages, they also received a package of Tru Earth laundry detergent strips. The strips, created by a Vancouver company, are environmentally friendly, zero-waste laundry detergent options that dissolve completely in water and are shipped in packages that can be thrown in green bins.

“We’re trying to save the planet, one load (of laundry) at a time,” said Anita Spiller, who splits her time as head of PR for Tru Earth and as pastor for Jordan Station United Church. Spiller’s church has long been supporters of Village of Hope’s food banks, and with Tru Earth donating more than two million detergent strips to food banks across the globe, Spiller saw an opportunity to combine the two.

Tru Earth has donated 150,000 strips to Village of Hope, a \$72,000 value. The first of those strips were included with the back-to-school packages.

Story continues below

“It’s amazing for us. We’ve had families using dish soap,” said Village of Hope executive director Cheryl Keddy Scott, adding it shows how, regardless of income, everyone can do their part to be environmentally friendly.

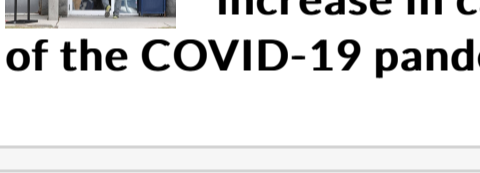
Tru Earth Strips can be ordered online and delivered right to a person’s home. For more information, visit tru.earth.



by [Luke Edwards](#)

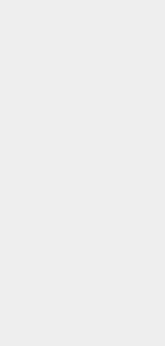
Luke Edwards is a reporter for Niagara this Week, covering north Niagara, and editor for [Niagara Farmers' Monthly](#). You can follow him on [Twitter](#) and [Facebook](#).

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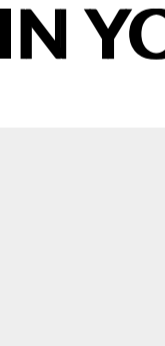
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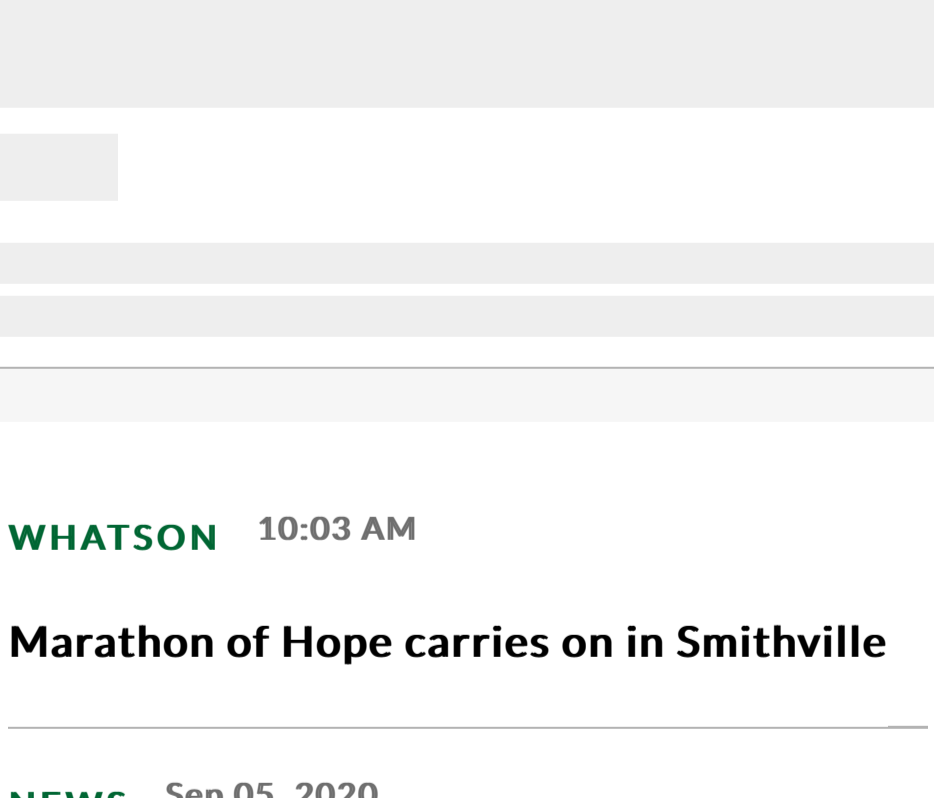
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