



**For Immediate Release
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MMSB Gives the Gift of Green with New Social Media Campaign

The Multi-Materials Stewardship Board has launched a new Christmas campaign in support of the Community Food Sharing Association. The campaign, which encourages Newfoundlanders and Labradorians to “give green”, will use social media to spread holiday focused green tips.

“This holiday season, we want Newfoundlanders and Labradorians to add a new dimension to their thinking around gift giving, by focusing on the environment and those in need,” said the Honourable Terry French, Minister Responsible for the Multi-Materials Stewardship Board. “By using this social media campaign, the public will not only be educating themselves and others about the many ways we can all go ‘green’ this Christmas, but also supporting an extremely worthwhile cause.”

To give the gift of green and support the Community Food Sharing Association, the MMSB will donate \$1 for every new “like” on their Facebook page, \$3 for sharing a green holiday tip on its page, and \$5 for every green holiday tweet at MMSB’s official Twitter account. The campaign will run until December 18, with MMSB donating up to \$10,000.

“With the launch of this new campaign, Newfoundlanders and Labradorians have a great opportunity to support an association that will help families around the province, all through social media,” said Leigh Puddester, Chair and CEO, MMSB. “Social media plays a large part in the lives of many people in our province, and now the public can spread some extra Christmas cheer with just the touch of a button.”

“We at the Community Food Sharing Association are grateful to the MMSB for this campaign,” said Eg Walters, General Manager of the Community Food Sharing Association. “During the holiday season, people can sometimes forget that not everyone can afford to enjoy a lovely meal with their family. This social media campaign and the funds raised will aid the work of the Community Food Sharing Association in providing food for those in need this Christmas season, while also creating public awareness about poverty and hunger in Newfoundland and Labrador.”

To help guide residents to a greener holiday season, the MMSB has posted green tips to its website. The tips provide the public with ideas on how to be more environmentally conscious this holiday season. Some of the tips include:

- Reuse gift bags, tags and Christmas cards;
- Wrap gifts with newspaper, flyers, comics, or outdated calendars; and
- Make your own centerpieces and decorations with sticks, branches and berries from your own garden or neighborhood.

For more green holiday tips and to find out how to participate in the MMSB’s social media campaign, visit the MMSB’s website at www.mmsb.nl.ca. To follow MMSB on Twitter and

tweet them, go to www.twitter.com/MMSBNL, and to “like” MMSB on Facebook, go to www.facebook.com/OurGreenerFuture.

The MMSB is a provincial Crown agency that reports to the Minister of Environment and Conservation. The MMSB supports modern waste management practices in the province, with a particular focus on waste diversion, recycling and public education, in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

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