

Waste Reduction Heroes

They're the ones who lead the way. The ones who do more. The ones who are changing our province and ensuring we have a greener future. **They're our waste reduction heroes.**

Heather Jones

**Eco-Entrepreneur of Kelp Me,
Witless Bay**

She may be soap savvy, but Heather certainly doesn't need to clean up her act! The environment has always been important to Heather and her dedication has sprouted her green business, Kelp Me! Heather makes soap from kelp she collects and dries in her backyard. Using as many local and recycled ingredients as possible, she refuses to use chemicals or fragrances. For her dedication, she won the Youth Ventures' Excellence in Innovation Award for exceptional eco-businesses. Heather's all natural kelp soap is keeping our province green and clean.



keeping it
natural
is our *greener future.*

Nominate a Waste Reduction Hero!

Recognize someone who's going above and beyond to create a greener future by emailing us at hero@mmsb.nl.ca.

Heather Jones
Witless Bay

guiding our province
to a greener future

