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Campaign Launched to Profile Waste Reduction Heroes

Waste reduction heroes in Newfoundland and Labrador will get their well-deserved recognition through a campaign launched this week by the Multi-Materials Stewardship Board (MMSB). The Waste Reduction Hero campaign is designed to profile deserving Newfoundlanders and Labradorians who are truly leading the way when it comes to reducing waste in the province. The campaign will profile a different hero every month.

"Newfoundlanders and Labradorians show great leadership and ingenuity when it comes to taking positive action to reduce, reuse and recycle waste in order to help protect our province's environment," said the Honourable Charlene Johnson, Minister of Environment and Conservation. "The Waste Reduction Hero campaign provides the opportunity to officially thank and recognize these individuals for their outstanding efforts. It is fitting that it is launched during Waste Reduction Week, the time set aside to remind all Canadians of the importance of protecting the environment through waste reduction measures."

The first Waste Reduction Hero to be profiled is Paula Courage, a teacher at Beachy Cove Elementary in Portugal Cove-St. Philip's. Her passion and enthusiasm for the environment is demonstrated in her classroom. By educating and motivating her students, they have established an enviro-club called the 'Environmental Agents', hold waste-free lunches, and each student has a reusable lunch order bag. They are active participants in the MMSB's school recycling program, and they compost food waste in the classroom using worms in a process called vermicomposting. Paula Courage hopes to inspire others into action "I love the idea of highlighting what's already going on in the community," said Ms. Courage. "It's wonderful to have the opportunity to encourage others to do the same."

"We hope that by endorsing waste reduction heroes, we'll be able to inspire others to take action and make small changes to their routines at work, at home, at school, or simply out and about," said Leigh Puddester, Chair and CEO of the MMSB. "We encourage everyone in the province to think about someone they know who should be touted a waste reduction hero and contact the MMSB to tell us all about them."

Waste reduction heroes will be profiled both online at www.mmsb.nl.ca and through newspaper advertising.

The MMSB is currently accepting nominations, and challenges people across the province to help recognize someone who is going above and beyond to create a clean and healthy environment. Send an e-mail to hero@mmsb.nl.ca to nominate a waste reduction hero and include a description of their efforts to help reduce waste. Nominators should include the name, address and phone number for both the hero and themselves.

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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