



REDUCE • REUSE • RECYCLE

News Release

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MMSB Kicks off Waste Reduction Week

The Multi-Materials Stewardship Board (MMSB) is kicking off Waste Reduction Week (October 19-25) by reaching out to the residents of Newfoundland and Labrador to encourage them to make waste reduction a part of their daily routine.

“Waste Reduction Week raises awareness and encourages all of us to take more responsibility for our actions which affect the environment,” said the Honourable Charlene Johnson, Minister of Environment and Conservation. “Through the continued implementation of the Provincial Solid Waste Management Strategy, we remain committed to our goal of reducing the amount of waste being disposed of in landfills across the province by 50 per cent.”

“We want to inspire Newfoundlanders and Labradorians to rethink their habits, and we want to make waste reduction their new habit,” said Leigh Puddester, Chair and CEO of the MMSB. “And this is why we are reaching out to multiple groups around the province to encourage them to make waste reduction part of their daily routine, not just during Waste Reduction Week, but all year long.”

MMSB is increasing its presence in schools throughout Waste Reduction Week by providing schools with a 3R Calendar of Activities that promote actions to reduce, reuse and recycle each day during Waste Reduction Week. Some of the activities that MMSB is encouraging schools to participate in include Green Me Monday that promotes wearing green to show support for the environment, and Recycling Frenzy Friday which encourages schools across the province to host a beverage container recycling blitz.

In addition to encouraging schools to participate in waste reduction activities, the MMSB staff will be delivering the Get to Half at School presentation to schools throughout the greater St. John's area, as well as on the southern Avalon. Throughout the week, over 35 presentations will be delivered to more than 1,000 students.

“A school is the perfect place to teach and practice waste reduction,” said Leigh Puddester. “Students who learn about waste reduction and diversion can then share their knowledge with their families and friends.”

MMSB is also partnering with five Dominion stores throughout St. John's, Mount Pearl and Conception Bay South to educate shoppers about how they can reduce waste at the store by following a few simple and easy shopping tips. Loblaw Companies Limited, Dominion's parent company, is a national sponsor of Waste Reduction Week in Canada.

“Respect the Environment is one of Loblaw’s five pillars of corporate social responsibility,” said Philip McNeill, Senior Vice President, Atlantic Market, Loblaw Companies Limited. “We have taken great strides to reduce the environmental impact of our business, including reducing the number of plastic shopping bags that end up in landfills in the Atlantic region by 84 per cent. We are excited to work with MMSB to help our consumers reduce their own environmental footprint.”

MMSB staff will be at the following Dominion locations between 5:00-7:30 p.m., providing shoppers with smarter shopping tips and a chance to win a \$50 Dominion gift card. The first 40 customers visiting the MMSB display will receive a complimentary reusable President’s Choice G.R.E.E.N. bag.

Blackmarsh Road – Monday, October 19
Cabot Square, Stavanger Drive – Tuesday, October 20
Memorial, Lake Avenue – Wednesday, October 21
Pearlgate Market – Thursday, October 22
Long Pond, Conception Bay South – Friday, October 23

Waste Reduction Week in Canada was developed in 2001 by a partnership between 13 recycling councils and sister organizations from across Canada, of which MMSB is one of the partnering organizations. The program’s goal is to inform Canadians about the environmental and social effects of wasteful practices. Waste Reduction Week is held every year during the third week of October.

For waste reduction tips and for more information about MMSB’s activities during Waste Reduction Week, visit www.mmsb.nl.ca.

MMSB is a provincial Crown agency that reports to the Minister of Environment and Conservation. 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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