

October 29, 2014

Recycling Events Benefit Communities and Families

Pilot Project Explores Potential for Residents to Increase Waste Diversion

The Multi-Materials Stewardship Board (MMSB), in partnership with Product Care and the Electronic Products Recycling Association (EPRA), is launching a pilot program to explore the potential to divert additional waste from provincial landfills through one-day recycling events that allow residents to properly dispose of multiple types of waste at one drop-off location.

“Today’s announcement demonstrates the commitment of our government and the Multi-Materials Stewardship Board to work in partnership with industry stakeholders to enhance waste management services throughout the province. By offering recycling events for residents to drop off multiple types of waste, we continue to identify new opportunities to provide convenient and accessible services that further advance our 50 per cent waste diversion goal.”

- The Honourable Dan Crummell, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board

The one-day recycling events enable residents who have accumulated multiple types of waste to properly dispose of their used tires, end-of-life electronics, paint and paper fibre at one convenient location. Collection events will take place in Conception Bay South and Grand Falls-Windsor on Saturday, November 1, 2014, and in Clarenville and Corner Brook on Saturday, November 8, 2014.

“The Electronic Products Recycling Association is excited to partner with the MMSB and other industry stakeholders in this initiative. These collection events create the opportunity for residents to conveniently access our service, ensure that electronics are safely and responsibly recycled and avoid risk to the environment.”

- Terry Greene, Program Director, Newfoundland and Labrador Electronic Products Recycling Association

The pilot program supports the existing province-wide network of recycling drop-off locations and collection events, and helps increase awareness about proper waste disposal options.

“Paint is a product with a great end-of-life story. Through our Paint Exchange program consumers can pick up leftover quality paint for free from participating collection facilities, and as much as possible, remaining paint is recycled, keeping it out of landfills and waterways. Partnerships such as this pilot program with MMSB and EPRA serve the dual function of keeping recycling top of mind for consumers and communicating the positive outcomes of their efforts.”

- Mark Kurschner, President of Product Care Association

For a detailed list of materials accepted at the recycling events visit MMSB’s website at www.mmsb.nl.ca.

QUICK FACTS:

- One-day recycling events will take place in four communities in Newfoundland and Labrador to explore the potential to increase waste diversion by allowing residents to properly dispose of used tires, electronics, paint and paper fibre at one drop-off location.
- On Saturday, November 1, 2014 collection events will take place from 8:30 a.m. to 4:30 p.m. at the Robert French Memorial Stadium parking lot in Conception Bay South and the Centennial Field parking lot in Grand Falls-Windsor. On Saturday, November 8, 2014, collection events will take place from 8:30 a.m. to 4:30 p.m. at the CN Railway parking lot in Clarenville and the Pepsi Centre parking lot in Corner Brook.
- Product Care and EPRA are not-for-profit and industry-led organizations that operate extended producer responsibility (EPR) recycling programs in Newfoundland and Labrador. For more information visit www.ww1.regeneration.ca and www.recyclemyelectronics.ca/nl.
- MMSB operates the Used Tire and Beverage Container Recycling Programs in Newfoundland and Labrador, as established under government regulations. For more information visit www.mmsb.nl.ca

-30-

Media contacts:

Deborah Thomas
Director of Communications
Department of Environment and Conservation
Office of Climate Change and Energy Efficiency
709-729-2575, 728-8092
deborahthomas@gov.nl.ca

Jill Thomas Myrick
Director of Communications,
Multi-Materials Stewardship Board
709-757-3696, 689-4795
jmyrick@mmsb.nl.ca