

Environment and Conservation
October 16, 2015

Building Sustainable Communities

Minister Proclaims Waste Reduction Week

As the provincial partner of Waste Reduction Week in Canada, the Multi-Materials Stewardship Board (MMSB) is proclaiming Waste Reduction Week from October 19 to 25, 2015. The Honourable Dan Crummell, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board, made the proclamation this week with help from Grade three environmental champions from St. Matthew's School in St. John's.

"Many Newfoundlanders and Labradorians are already rethinking the way they manage their waste and Waste Reduction Week presents an important opportunity not only to share their knowledge and ideas, but also to learn new ways to engage in meaningful practices to reduce, reuse and recycle."

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

MMSB is supporting the Waste Reduction Week message through a new public awareness campaign and the RethinkWasteNL.ca website, as well as through online education resources that provide information and ideas to reduce waste in all facets of daily living. In 2014-15, MMSB delivered more than 200 presentations to businesses, community groups and schools to educate Newfoundlanders and Labradorians about waste diversion and help implement waste management programs.

"MMSB is committed to educating Newfoundlanders and Labradorians about the need to change how we manage our waste, and we are proud to support Waste Reduction Week by encouraging residents, businesses and schools to think of new ways to reduce our environmental footprint and create cleaner, healthier communities."

- Mike Samson, Chief Executive Officer of the Multi-Materials Stewardship Board

Schools and post-secondary institutions throughout the province are also encouraged to participate in the sixth annual Recycle My Cell Student Challenge that begins on the first day of Waste Reduction Week and runs until November 18, 2015. More than 130 schools from across the country participated in the 2014 Challenge and collected more than 5,200 wireless devices. Immaculate Heart of Mary School in Corner Brook received top honours in Newfoundland and Labrador and was awarded a \$500 donation from the Canadian Wireless and Telecommunications Association to support the school's green initiatives.

For more information about Waste Reduction Week, visit www.wrwcanada.com.

QUICK FACTS

- October 19-25 has been proclaimed Waste Reduction Week in Newfoundland and Labrador for 2015.
- Waste Reduction Week calls on all Canadians to adopt more environmentally conscious choices by rethinking, reducing, reusing and recycling waste.
- MMSB is supporting the Waste Reduction Week message through a new public awareness campaign and the website, RethinkWasteNL.ca, which offers residents and businesses convenient online access to waste management options for a range of common waste types.
- Waste Reduction Week resources are available online at www.wrwcanada.com.

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