



NEWS RELEASE

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Make Waste Reduction Part of your Environment Week Routine

The Multi-Materials Stewardship Board (MMSB) is encouraging Newfoundlanders and Labradorians to take action this Environment Week, May 31 to June 6, by incorporating waste reduction into their daily routines.

Environment Week celebrates Newfoundland and Labrador's environment and creates an opportunity to focus on the importance of the natural environment and its value to society. It is a great time to learn more about how to embrace the 3Rs – Reduce, Reuse, Recycle – as a means of reducing waste to preserve and protect the environment.

“Environment Week raises awareness and encourages all of us to take more responsibility for our actions affecting the environment,” said the Honourable Charlene Johnson, Minister of Environment and Conservation. “Our government is committed to developing long-term waste management solutions to benefit our environment and sustain our natural spaces for the future. Through the Provincial Solid Waste Management Strategy, waste in Newfoundland and Labrador is being managed in a more environmentally responsible manner, and we are dedicated to reducing the amount of waste going to our landfills by 50 per cent.”

MMSB encourages Newfoundlanders and Labradorians to reduce waste at home, work and school through its Get to Half public education and awareness campaign. The campaign was developed to encompass all aspects of waste reduction and to heighten awareness by providing simple, everyday solutions to reduce, reuse and recycle.

“The Get to Half message is simple – it is about the need to reduce the amount of waste we generate, and the role that each and every one of us can play in achieving this by making simple changes to our daily habits,” said Mike Samson, Interim Chair and CEO, MMSB.

MMSB has developed waste reduction habits and tips for every day during Environment Week to help residents embrace the 3Rs:

- Sunday, May 31 - Spring Cleaning - Donate items you no longer need or find a new use for them
- Monday, June 1 - Get Mugged - Enjoy your daily fix in a reusable coffee mug
- Tuesday, June 2 - Go Paper-Less - Read documents on screen or print double-sided
- Wednesday, June 3 - Waste-Free Lunch - Pack your lunch in reusable containers and in a reusable bag
- Thursday, June 4 - Reusable Bag Bonanza - When shopping use reusable shopping bags
- Friday, June 5 - Recycle it Up - Recycle all beverage containers
- Saturday, June 6 - Compost Crazy – 30 per cent of all waste can be composted – get started this week

MMSB is also increasing its presence in schools throughout Environment Week with a calendar of ideas to promote daily events that help to cut down the amount of waste generated at schools such as

Green Me Monday, Waste-Free Wednesday and Thrift-Store Thursday. MMSB also presented primary and elementary schools with certificates to reward students participating in positive environmental action.

In addition to encouraging schools to partake in these activities, MMSB staff will be presenting the Get to Half at School program to schools throughout the greater St. John's area, as well as in the central region of the province. Throughout the week, over 30 Get to Half at School presentations will be delivered to over 1,700 students.

The MMSB is also delivering waste reduction lunch and learn sessions at local businesses, and staff will participate in Newfoundland Power's EnviroFests which are scheduled throughout the province.

Every year, Canadian Environment Week takes place the first week of June to coincide with World Environment Day. It was designated by the United Nations in 1972 to empower people from every corner of the globe to become involved in, and focus upon, sustainable practices.

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

For more details about Environment Week and MMSB's activities, visit www.mmsb.nl.ca

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