



For Immediate Release
June 3, 2011

Newfoundlanders and Labradorians Encouraged to Take Action This Environment Week

During Environment Week, June 5 to 11, the Department of Environment and Conservation and the Multi-Materials Stewardship Board (MMSB) is encouraging all Newfoundlanders and Labradorians to continue to care for and protect the environment for future generations.

Environment Week is a national event held every year to coincide with World Environment Day (June 5). Environment Week celebrates Canada's environmental achievements and initiatives while encouraging Canadians to take further action to protect and enhance natural environments. This year marks the 40th anniversary of Canadian Environment Week.

"The environment is one of Newfoundland and Labrador's most important assets," said the Honourable Ross Wiseman, Minister of Environment and Conservation. "Clean air, water and land are some of our province's best resources, and protection of these resources as well as our wildlife, parks, and wilderness areas is extremely important to every Newfoundlander and Labradorian. Environment Week provides us with an opportunity to celebrate the individual and collective efforts that we make to sustain our natural environment while taking further action to protect our environment for future generations."

In Newfoundland and Labrador, approximately 400,000 tonnes of waste is disposed of every single year. This is approximately two kilograms per person per day. Reducing the amount of waste generated in the province is a simple and effective way for Newfoundlanders and Labradorians to help protect and enhance the environment.

"Environment Week is a great opportunity for Newfoundlanders and Labradorians to Get to Half," said Leigh Puddester, Chair and CEO, MMSB. "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.

Reducing waste is not difficult and every single action does make a difference.”

To help residents reduce waste this Environment Week, MMSB has developed some simple waste reduction actions:

- donate items you no longer need or find a new use for them;
- enjoy your daily fix in a reusable coffee mug;
- go paperless, read documents on screen or print double-sided;
- pack a waste-free lunch, use reusable containers and a reusable lunch bag;
- use reusable bags when shopping;
- recycle all beverage containers;
- compost your organic kitchen waste; and,
- safely dispose of hazardous waste items at a Household Hazardous Waste collection event or depot in your area.

The MMSB educates, motivates and enables Newfoundlanders and Labradorians to reduce waste at home, work and school through its Get to Half public education campaigns. For more waste reduction tips and ideas visit www.mmsb.nl.ca.

Waste reduction experts from the MMSB will be promoting the Get to Half message during Environment Week at schools and businesses throughout the province. As well, MMSB staff will be participating in Newfoundland Power’s EnviroFest 2011. For a schedule of Envirofest events visit www.takechargenl.ca.

The 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.

- 30 -

Media contacts:

Melony O’Neill
Director of Communications
Department of Environment and
Conservation
709-729-2575
moneill@gov.nl.ca

Cara Pike
Director of Marketing and
Communications
MMSB
709-757-3696, 689-4795
cpike@mmsb.nl.ca

