



## FOR IMMEDIATE RELEASE

October 15, 2012

### **Second Annual Big Green Up Set for October 18**

The Multi-Materials Stewardship Board (MMSB) today kicked-off its second annual Big Green Up at Mount Pearl Intermediate School, the top beverage container recycler for 2011. The Big Green Up, a one-day fight to encourage Newfoundlanders and Labradorians to take action and reduce waste, takes place on October 18 during Waste Reduction Week (October 15 to 22).

“In Newfoundland and Labrador, we generate more than one million kilograms of waste every day, much of which is unnecessarily polluting our environment,” said the Honourable Terry French, Minister of Environment and Conservation and Minister Responsible for the MMSB. “Waste Reduction Week is an opportunity for residents to recognize the role we all play, learn new tips and tricks for reducing waste and ultimately, reduce our environmental footprint, and it’s great to kick-off Waste Reduction Week at Mount Pearl Intermediate School, who last year recycled close to 900,000 beverage containers, earning them the honors of being the top provincial school recycler.”

Through the one-day Big Green Up challenge and the week-long waste reduction programs, MMSB aims to give Newfoundlanders and Labradorians the knowledge and inspiration to reduce their waste all year long. Interactive programs and activities throughout the week aim to get people talking about – and participating in – Waste Reduction Week. For more information about the Big Green Up and how to get involved, visit [www.mmsb.nl.ca](http://www.mmsb.nl.ca)

“The Big Green Up inspires Newfoundlanders and Labradorians to start thinking differently about waste reduction,” said Leigh Puddester, MMSB Chair and Chief Executive Officer. “We want people to recognize that waste reduction can be easy and rewarding, that it’s important for each of us to be involved and that we all have a significant role to play.”

Waste Reduction Week is an important time for businesses, communities and individuals to consider how they can contribute to the overall reduction of waste in Newfoundland and Labrador. MMSB will be visiting schools, businesses and community groups throughout the province to reiterate the Waste Reduction Week message.

“Our students, staff and the entire school community are committed to doing all we can to protect our environment and we are thrilled to be part of MMSB’s Big Green Up”, said Della Healey, Principal of Mount Pearl Intermediate. “We are all very proud of the

accomplishments we achieved last year with respect to recycling beverage containers and we are looking forward to recycling even more this year.”

Waste Reduction Week comes on the heels of MMSB’s new public awareness campaign, Treat Your Trash Can Right. The campaign aims to get people thinking about garbage differently, and ultimately, reducing the amount of waste they produce.

Waste Reduction Week in Canada was developed in 2001 by a partnership between 13 recycling councils and sister organizations from across Canada, of which the MMSB is a partnering organization. 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.

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

- 30 -

Media contacts:

Melony O’Neill  
Director of Communications  
Environment and Conservation  
709-729-2575, 689-0928  
[moneill@gov.nl.ca](mailto:moneill@gov.nl.ca)

Cara Pike  
Director of Communications  
MMSB  
709-757-3696, 689-4795  
[cpike@mmsb.nl.ca](mailto:cpike@mmsb.nl.ca)

Della Healey  
Principal  
Mount Pearl Intermediate School  
709-964-1433