



For Immediate Release
July 19, 2013

The following is being distributed at the request of the Multi-Materials Stewardship Board:

Two Billion Beverage Containers Recycled in Newfoundland and Labrador

The Multi-Materials Stewardship Board (MMSB) announced today that Newfoundlanders and Labradorians have reached an important milestone in the Used Beverage Container Recycling Program by diverting more than two billion beverage containers from the province's landfills.

"Today we celebrate this significant milestone as a result of Newfoundlanders and Labradorians' collective effort and commitment to environmental stewardship," said the Honourable Tom Hedderson, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board. "I'd like to thank those who participate in this important recycling program. Together, we are protecting our environment for future generations by saving energy, water and valuable natural resources."

In the past year alone, more than 167 million beverage containers were collected and recycled across the province through the Multi-Materials Stewardship Board's Green Depot network and regional collection facilities, a record high since the program began in 1997.

"We extend our sincerest thanks to Green Depot employees who have played an instrumental role in the success of the Used Beverage Recycling Program," said Mike Samson, Chief Executive Officer of the Multi-Materials Stewardship Board. "With our sights now set on reaching the next milestone, we are reminding Newfoundlanders and Labradorians to always recycle on the run as they participate in outdoor activities this summer."

To celebrate two billion beverage containers recycled and promote RecycleontheRun.ca, the MMSB in partnership with Cycle Solutions of Corner Brook is launching the *2 Billion and Counting Contest*. From July 22 to 26, residents of Newfoundland and Labrador who are 19 years of age and older can enter the online contest by visiting www.recycleontherun.ca and answering a daily trivia question that tests their recycling knowledge. Contest entrants will be eligible to win one of two daily draws for a recycle on the run prize package and a grand prize of four mountain bikes for the family. For contest details, please visit www.recycleontherun.ca.

Please see the backgrounder below for information on the Used Beverage Container Program.

NOTE: A photo to accompany this release is available on the News Releases site at www.gov.nl.ca/releases or on the News Releases Photos site at www.gov.nl.ca/releases/gallery.

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BACKGROUNDER

Used Beverage Container Recycling Program

Since 1997, MMSB has operated a province-wide Used Beverage Container Recycling Program that is administered as a deposit-refund system in accordance with specific parameters established under the Waste Management Regulations. The program is financed through an eight cent consumer deposit on non-alcoholic beverage containers and a 20 cent consumer deposit on alcoholic beverage containers. Consumers receive a five cent refund for non-alcoholic containers and a 10 cent refund for alcoholic beverage containers returned to a Green Depot for recycling. Used beverage containers collected and recycled through the program include beverages sold in aluminum, glass, plastic, steel, and mixed-fibre packages.

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