



For Immediate Release
June 28, 2013

PaintRecycle Program Celebrates One Year Anniversary

Newfoundlanders and Labradorians continue to demonstrate their commitment to the environment by diverting over 80,000 litres of paint in the first year of the industry-led PaintRecycle program, exceeding the program's goal for the inaugural year.

"Paint contains hazardous materials which can pollute the air, land and water," said the Honourable Tom Hedderson, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board. "Proper management of leftover paint helps protect Newfoundland and Labrador's environment for future generations."

Over 80 per cent of the paint collected in the first year of the program was reused or recycled by Product Care Association, the industry-appointed organization responsible for establishing, collecting and managing leftover paint in Newfoundland and Labrador.

"We are pleased with the accomplishments of the Product Care Association," said Mike Samson, Chief Executive Officer of the MMSB. "The success of the PaintRecycle program is a testament to the environmental commitment of Newfoundlanders and Labradorians and we certainly look forward to the continued success of the program."

Product Care has established an extensive and accessible paint recycling program for Newfoundland and Labrador with 52 permanent waste paint collection sites.

"We are off to a great start," said Mark Kurschner, President of Product Care Association. "PaintRecycle's one-year anniversary is the perfect time to celebrate our successes and remind residents across Newfoundland and Labrador to dispose of leftover paint."

For a complete list of accepted paint products and to find a paint drop-off location, visit www.productcare.org/nl.

- 30 -

Media contacts:

Deborah Thomas
Director of Communications
Department of Environment and
Conservation

Jill Pitcher
Senior Public Education Officer
MMSB
709-753-0949, 730-2127

709-729-2575, 728-8092
DeborahThomas@gov.nl.ca

jpitcher@mmsb.nl.ca

Alexandra Barrow
Communications Manager
Product Care Association
778-331-1018
Alexandra@productcare.org

2013 06 28