



For Immediate Release
June 26, 2013

Recycle on the Run this Summer

The Multi-Materials Stewardship Board (MMSB) kicked off its second annual Recycle on the Run campaign today.

“Newfoundlanders and Labradorians consume considerably more beverages in the summer months and we need to remember the importance of recycling each and every one of those containers,” said the Honourable Tom Hedderson, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board. “Recycling helps to protect our environment for future generations by saving energy, water and valuable natural resources.”

In the past year, more than 167 million beverage containers were collected and recycled across the province through MMSB’s network of Green Depots and Regional Collection Facilities. Beverage container recycling in Newfoundland and Labrador has saved an estimated 9,000 metric tonnes of carbon dioxide emissions from entering the atmosphere - equivalent to planting over nine million trees.

“Whether you are camping, watching the kids play soccer or heading to the cabin for the weekend, you can still recycle your beverage containers,” said Mike Samson, CEO of the MMSB. “It’s important to maintain recycling habits even if recycling bins are not easy to find. Look for a recycling bin when in public places or simply take your recycling with you.”

The Recycle on the Run campaign promotes proper disposal of used beverage containers consumed while outside the home.

For more information on beverage container recycling, visit www.recycleontherun.ca.

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2013 06 26