



For Immediate Release
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MMSB Encourages Residents to get Involved with the *Big Green Up*

In recognition of Waste Reduction Week (October 17-23) and the need to reduce waste, the Multi-Materials Stewardship Board (MMSB) is designating Thursday, October 20 as the *Big Green Up*. This is a one-day challenge for everyone in the province, whether a rookie recycler or an all-star green guru, to actively generate less waste.

"Waste reduction is an integral part of the Provincial Solid Waste Management Strategy and it is important for Newfoundlanders and Labradorians to acknowledge the role we all play in the reduction of waste across the province," said the Honourable Ross Wiseman, Minister of Environment and Conservation. "Waste Reduction Week is a great opportunity to evaluate the success of our waste reduction activities, while taking further steps to ensure the protection of our environment now and in the future."

In Newfoundland and Labrador, over one million kilograms of waste is disposed of on a daily basis. To help residents reduce their waste, the MMSB is providing some easy but effective waste reduction tips to get peoples' green thinking in gear.

"We have made great strides in our waste reduction activity in Newfoundland and Labrador, and we have an opportunity before us to make further positive changes in the way we think about waste," said Leigh Puddester, MMSB Chair and Chief Executive Officer. "We are challenging residents to participate in the *Big Green Up* and actively find ways to create less waste on October 20 and, ultimately, make waste reduction part of their everyday routine."

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. The MMSB will be visiting schools, businesses and community groups throughout the province to reiterate the Waste Reduction Week message.

For more information about the *Big Green Up* and how to get involved, visit www.mmsb.nl.ca

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.

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