



For Immediate Release
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Newfoundland and Labrador Top Performing Province in National Recycle My Cell Student Challenge

For the third year in a row, schools in Newfoundland and Labrador led the country in the national Recycle My Cell Student Challenge, with Long Island Academy in Lushes Bight-Beaumont-Beaumont North taking top honours nationwide. The challenge was launched in partnership with the Canadian Wireless Telecommunications Association (CWTA) in October, as part of the Multi-Materials Stewardship Board's (MMSB) Waste Reduction Week campaign.

"Through the Recycle My Cell Student Challenge, schools across Newfoundland and Labrador have recognized the importance of recycling their old cell phones and diverting waste from landfills," said the Honourable Tom Hedderson, Minister of Environment and Conservation and Minister Responsible for MMSB. "Once again, the youth of our province have shown tremendous dedication to the environment, collecting more than 1,200 cell phones. I would like to congratulate Long Island Academy, as well as the 53 schools and five post-secondary institutions who participated in the initiative."

The challenge was open to all K-12 schools and post-secondary institutions in the province. The CWTA offered a national prize of \$500 for the top ranking school in each province and territory. In addition, the MMSB offered a \$1,000 cash prize to the top performing school in each of the four regions of the province to be used toward school environmental initiatives.

"We are very proud of the students in Newfoundland and Labrador whose collective efforts in the Recycle My Cell School Challenge lead the country for the third year running," said Leigh Puddester, Chair of MMSB. "By bringing cell phone recycling into our school systems, we are not only educating youth about the importance of recycling these devices, but we are also helping reduce our need to utilize raw materials required for the manufacturing of new cell phones. And with 96 per cent of the materials in an average cell phone being recyclable, it is important that we all do the right thing and recycle these devices to reduce our impact on the environment."

The regional winners of the Recycle My Cell Student Challenge are: St. Anne's School, South East Bight; Long Island Academy, Beaumont; Immaculate Heart of Mary School, Corner Brook; and A.P. Low Primary, Labrador City. The provincial winner of CWTA's top prize is

Long Island Academy, Beaumont. The top ranking post-secondary institution is College of the North Atlantic, Labrador West Campus, Labrador City.

“I would like to thank all of the students in Newfoundland and Labrador for their participation again in this year’s Recycle My Cell Student Challenge,” said Bernard Lord, President and Chief Executive Officer of the CWTA. “Your continued efforts to make the environment cleaner and more sustainable, not only for your province but for Canada as a whole, is remarkable.”

Long Island Academy, the provincial winner of the challenge, has participated in the Recycle My Cell Student Challenge for the past two years, taking the MMSB’s regional top prize each year. In the 2011-12 school year, they were one of the top three performing schools in the MMSB’s School Beverage Recycling Program.

“Our students are dedicated to doing the right thing for the environment and they are excited to be recognized for their efforts,” said Justin Williams, Principal of Long Island Academy. “Winning this challenge proves that a small group of individuals working together truly can make a difference.”

Recycle My Cell is Canada’s national recycling program for mobile phones and accessories. The free program is run by CWTA, in conjunction with cell phone carriers and handset manufacturers, who have come together to raise awareness about the importance of cell phone recycling. For more information about the program, visit www.recyclemycell.ca.

The MMSB is a Crown agency of the Government of Newfoundland and Labrador. MMSB supports modern waste management practices in the province with a particular focus on waste diversion and recycling in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

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