



## NEWS RELEASE

For Immediate Release: May 31, 2010

### **Environment Week Presents Opportunities to Get to Half**

The Multi-Materials Stewardship Board (MMSB) is challenging Newfoundlanders and Labradorians to commit to adding one waste reduction activity to their normal routines this Environment Week, May 30 to June 5. Environment Week provides the opportunity to focus on how individual actions can benefit the environment, one act at a time, one person at a time.

"It's important to remember, especially during Environment Week, that every effort counts, big or small," said the Honourable Charlene Johnson, Minister of Environment and Conservation. "As the Provincial Solid Waste Management Strategy is rolled out across the province, we see that the people of Newfoundland and Labrador are eager to embrace waste reduction activities. Our government is dedicated to reducing the amount of waste going to our landfills by 50 per cent and achieving this goal starts with improving our individual waste practices."

The MMSB encourages Newfoundlanders and Labradorians to reduce waste at home, work and school through its Get to Half promotional campaigns.

"The Get to Half message is simple. It's about making small changes to our daily routines, and by doing so, we realize how easy it is to make an environmental impact," said Leigh Puddester, MMSB Chair and CEO. "We don't need to be perfect - if each one of us does something more to help, the results add up."

Examples of waste reduction activities include:

- Spring Clean - donate items you no longer need or find a new use for them;
- Get Mugged - enjoy your daily fix in a reusable coffee mug;
- Go Paper-Less - read documents on screen or print double-sided;
- Waste-Free Lunch - pack your lunch in reusable containers and in a reusable bag;
- Reusable Bag Bonanza - when shopping use reusable shopping bags;
- Recycle it Up - recycle all beverage containers;
- Compost Crazy - 30 per cent or more of all waste can be composted and it's simple to do - give it a try this week;

- Household Hazards – if you have hazardous waste products on hand, please safely dispose of them on collection day or at a depot in your area.

The MMSB has developed waste reduction tips for home, work and school which can be easily accessed by visiting [www.mmsb.nl.ca](http://www.mmsb.nl.ca). A new 3R Guide has been recently added to the web site where visitors can find out everything from where to send styrofoam and shoes for reuse, to where to go to get ink cartridges refilled.

Waste reduction experts from the MMSB will be promoting the Get to Half message during Environment Week at schools throughout the province, as well as participating in Newfoundland Power's EnviroFest 2010. For a schedule of Envirofest events visit [www.takechargenl.ca](http://www.takechargenl.ca).

The MMSB is a provincial Crown agency that reports to the Minister of Environment and Conservation. Its mandate is to support progressive 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.

- 30 -

Media contacts:

Melony O'Neill  
Director of Communications  
Department of Environment and  
Conservation  
709-729-2575, 689-0928  
[moneill@gov.nl.ca](mailto:moneill@gov.nl.ca)

Carol Ann Carter  
Director of Marketing and Communications  
MMSB  
709-757-3696  
[ccarter@mmsb.nl.ca](mailto:ccarter@mmsb.nl.ca)

2010 05 31