



NEWS RELEASE

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Newfoundlanders and Labradorians are Encouraged to Reduce Waste

Waste Reduction Week is October 19-25, and residents of the province are reminded of the importance of protecting our environment through waste reduction measures.

A national initiative, Waste Reduction Week is held each year to encourage Canadians to reduce the amount of waste they generate in their daily lives. In Newfoundland and Labrador, approximately 480,000 tonnes of waste are placed into landfills every year. This is approximately two kilograms per person per day.

"The Government of Newfoundland and Labrador is committed to developing long-term waste management solutions to benefit our environment and sustain our natural spaces for the future," said the Honourable Charlene Johnson, Minister of Environment and Conservation. "Through the provincial Solid Waste Management Strategy, waste in Newfoundland and Labrador is being managed in a more environmentally responsible manner, and we are dedicated to reducing the amount of waste going to our landfills by 50 per cent."

The Multi-Materials Stewardship Board (MMSB) has embarked upon a major public education and awareness campaign under the "Get to Half" umbrella to encourage Newfoundlanders and Labradorians to do more to reduce waste at home, work and school as a means of protecting the environment. The "Get to Half" public education campaign was developed to encompass all aspects of waste reduction and heighten awareness by providing simple, everyday solutions to reduce, reuse and recycle.

"Many Newfoundlanders and Labradorians already recycle, but we encourage everyone to think about the broader picture – waste reduction," said John Scott, Chair and CEO of MMSB. "We encourage residents of the province to consider what they are throwing away and what simple changes they can make to their daily routine to reduce waste. And we encourage individuals, businesses and others to contact the MMSB to find out more on how they can make a difference on this front."

For more information on how to reduce waste, visit www.mmsb.nl.ca, call 709-753-0948, or toll-free at 1-800-901-MMSB (6672). The national Waste Reduction Week web site can be accessed at www.wrwcanda.com.

MMSB is a provincial Crown agency that reports to the Minister of Environment and Conservation. 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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