



Ruckus ON THE Edge
St. John's, Newfoundland & Labrador

JUNO WEEK
APRIL 12-18, 2010

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NEWS RELEASE

Ruckus on the Edge and MMSB Kick off Greening Program for 2010 JUNO Week

St. John's, NL, April 13, 2010 - Ken Marshall, Chair of the 2010 JUNO Awards Host Committee, and the Honourable Charlene Johnson, Minister of Environment and Conservation, today launched an exciting Greening program as part of *Ruckus on the Edge*, 2010 JUNO Week at Bianca's Restaurant in downtown St. John's. The Multi-Materials Stewardship Board (MMSB) is the sponsor of the Ruckus on the Edge Greening Program.

Twelve restaurants are participating in a 2010 JUNO Week Downtown Composting Program – one of several environmental initiatives developed to deliver a greener JUNO Awards. Other restaurants include: The Casbah, The Cellar, Cora's, Duck on Water, Gypsy Tea Room, Hungry Fisherman, India Gate, Oliver's, Portobello's, 'S' Restaurant and Mile One Centre. All venues were provided training and the tools needed to compost their waste. Organic waste will be collected and composted daily during Ruckus on the Edge, 2010 JUNO Week.

"The 2010 JUNO Awards Host Committee is committed to ensuring that Ruckus on the Edge is as environmentally friendly as possible. We are delighted to partner with MMSB in this important program," said Marshall. "I would like to commend the 12 restaurants for their enthusiasm and dedication to this wonderful initiative."

"It is encouraging to see so many restaurants participating in this program and demonstrating their leadership in protecting the environment. We thank them for getting involved," said Minister Johnson. "Organic waste accounts for 30 per cent of all waste generated in our province. Composting plays an important role in diverting this potentially harmful waste from our landfills. It is a very beneficial environmental activity, and one that we should all be doing in our daily lives."

Minister Johnson applauded the 2010 JUNO Awards Host Committee for its environmental program and encouraged everyone taking part in JUNO activities to make green choices. She also commended MMSB for sponsoring the Greening Program and working with the Host Committee to educate and motivate people about the need to protect our environment.



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Ruckus on the Edge will also feature the following green initiatives:

- CHMR's Green Radio – a live radio broadcast using human pedal-bike energy to power the broadcast. A new cyclist is scheduled every 30 minutes. Green Radio will be broadcast live from 12 noon to 8 pm daily throughout the Week from the Delta Hotel lobby. JUNO Award nominees, local artists and guests are all welcome to hop-on the bike and provide their pedal power
- Free transportation with Metro Bus for JUNO Award delegates
- Beverage container and paper recycling will be facilitated at all venues
- Greening delegate packages by reducing the amount of printed materials
- Reusable water bottles for delegates to encourage waste reduction practices throughout the week
- A concert performance by Newman Sound at the Robin Hood Bay Regional Waste Management Facility on Wednesday, April 14th at 12:30 p.m.

MMSB Chair and CEO Leigh Puddister said MMSB is proud to sponsor the Greening Program and is committed to working with others to help achieve its vision of a clean and healthy environment for Newfoundland and Labrador. "We are dedicated to educating, enabling and motivating the people of our province to reduce waste. By working together in mutually beneficial partnerships, like our involvement with JUNO Week, we are helping to advance environmental change. Clearly, we are excited to bring waste reduction to centre stage during Ruckus on the Edge."

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