



## Media Release

***For Immediate Release***  
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**B.C.'s Minister of Environment Kicks Off Waste Reduction Week with RCBC**

Barry Penner, B.C.'s Minister of Environment, kicks off Waste Reduction Week (WRW) at the Recycling Council of British Columbia's (RCBC) 7th Annual Breakfast with the Ministry, Monday, October 17<sup>th</sup>, 7:30 am - 9:30 am at the Radisson President Hotel, 8181 Cambie Rd., Richmond, B.C.

RCBC's annual Breakfast with the Ministry provides B.C.'s recycling and waste management industry with an opportunity to meet the Environment Minister, learn first hand of his plans for this newly re-organized ministry and have questions addressed on the topics of the day.

Among other issues, Minister Penner will talk about gains in manufacturing new products from the materials collected through B.C.'s recycling programs. Recycled products are a key component to sustainability, a primary focus of WRW in Canada.

WRW, this year celebrated October 17 – 23, is an educational program encouraging waste reduction initiatives across Canada by providing specific how-to sustainability tools to schools, businesses and municipalities. The theme "*Too Good to Waste*" is intended to raise public consciousness about waste and its environmental and social ramifications.

Tickets to the event are available through RCBC at 604 683-6009 ext. 314 or see [www.rcbc.bc.ca](http://www.rcbc.bc.ca) for further information.