



Media Release

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Recycling Calls Hit Record High

As the Recycling Council of B.C. (RCBC) Recycling Hotline enters its 17th year, more British Columbians called to reduce their waste and recycle than ever before.

“We were just shy of 70,000 calls in 2006,” said RCBC Executive Director Brock Macdonald. “That’s more than double the 32,000 calls we had in 2000. My mutual funds should perform so well.”

Residents throughout B.C. can call the toll-free Recycling Hotline for information about waste and recycling program options specific to their communities, Monday through Friday, 9 am to 4 pm at 1-800-667-4321 B.C. wide or 604 732-9253 (604 RECYCLE) in the lower mainland. From across the province, callers asked RCBC’s team of highly knowledgeable information operators more than 120,000 questions last year in an effort to reduce their waste and divert materials from landfills.

RCBC is planning for even more calls through 2007 with the start of the B.C. e-waste program sometime this Spring. Recycling Hotline operators handled more than 10,000 e-waste-related calls in 2006, the single largest category of calls received. That was without a program. The Council anticipates e-waste calls could easily double once the program is up and running.

“That’s just one of the ways RCBC participates in diverting waste from landfills and promotes the principles of Zero Waste,” said Macdonald.

As well as the Hotline, RCBC promotes reuse over refuse through a free on-line classified-ad web-site system. All sites can be accessed through the bc.reuses.com gateway. That includes the Industrial Materials Exchange (IMEX) site that helps companies match surplus materials with companies in need of those items.

Further information can be accessed at rcbc.bc.ca or by calling the RCBC Recycling Hotline.