



Media Release

For Immediate Release

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Waste Reduction Week in Canada is October 17 – 23, 2005

Is waste reduction a priority for you? It should be, because according to Statistics Canada, Canadian's produce roughly their own body weight in garbage every month. But there's easier ways to reduce your waste than going on a diet!

Waste Reduction Week (WRW) in Canada is an educational program encouraging waste reduction and minimization initiatives across Canada. The theme "*Too Good to Waste*" is intended to raise public consciousness about waste and its environmental and social ramifications. The week is spearheaded in B.C. by the Recycling Council of British Columbia (RCBC) and will be celebrated from **October 17 – 23, 2005**.

RCBC provides information to municipalities, schools and business on how each can play a part and make a difference in reducing the amount of waste produced across Canada. Free kits and posters are available from RCBC at www.rcbc.bc.ca. Through these kits, participants learn how to contribute to solutions for waste-free living during Waste Reduction Week and throughout the week.

School is the perfect place to practice waste reduction. Students who learn about waste in their classrooms or run their own composting or recycling programs will be able to teach their families about how to minimize waste.

The 2005 WRW in Canada School Kit and Poster are a great starting point for any educator who wants their school to reduce the amount of waste they are producing as well as providing students with valuable curriculum-based lessons that can become habits of a lifetime.

Sustainable practices make sense for medium sized businesses. They can reduce waste, help protect the environment and save money by considering what ends up as a waste and how material could be dealt with differently. Businesses dedicated to waste reduction and environmental sustainability through their operations can reap financial savings, improve compliance with regulations and enhance their public image.

The 2005 WRW in Canada Business Kit and Poster are a great starting point for any manager or employee to reduce the amount of waste their business is producing as well as providing staff with valuable information.

Businesses can also register online to receive a hardcopy of the kit and a colour poster. Company names will be listed with others from across the country to show they are making an effort to minimize Canada's waste.

For some great ideas on waste minimization and reduction activities, to request more information, or to receive free resource kits and promotional posters for your school or business please visit www.rcbc.bc.ca. Let's make every week Waste Reduction Week!