

Media Release



For Immediate Release

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How Green is Your Valentine? *Show your sweetheart you love the planet too!*

February 2, 2009 – Vancouver, B.C. – – Valentine’s Day is one of those fleeting celebrations that create tonnes of waste in the form of packaging and disposable or short-term-use gifts and cards. In fact, Valentine’s Day is the second biggest card-giving holiday in North America. Nearly 200 million full-sized cards are exchanged every year, and, while it is possible to find cards made of recyclable or recycled paper, you have to look hard and many include non-recyclable materials which exclude them from your blue box programs.

Other traditional Valentine’s Day gifts such as chocolates and roses use excessive amounts packaging that ends up as garbage, or require shipping half-way around the world to reach our stores.

This year the Recycling Council of B.C. wants to help you show your sweet baboo that you love the planet just as much as you love them. Here’s how to avoid the traditional wasteful Valentine’s Day gifts and show your honey you have a green heart by choosing one of these enviro-friendly gift options:

- If you’re going to take the plunge and ask your sweetheart to say “I do” with a diamond ring, then consider purchasing a ring with a Canadian diamond. That way you can be sure the mine is regulated for environmental safety and the employees enjoy work site health and safety standards.
- Give a gift that requires no wrapping, such as a visit to a spa, or take your sweetie to a play or concert.

- Create your own Valentine's Day card out of recyclable materials. Be sure to include your original and heartfelt stick figure drawing of you and your true love.
- Instead of cut flowers shipped in from overseas, give your honey a Zone 7-rated, live plant that can be placed near a window now, and then planted in the garden or enjoyed on the balcony or patio as the weather warms up.
- Give your sweetie some flower bulbs to plant now and enjoy the blossoms this spring.
- Bake some sweet treats such as cookies or brownies for your darling, in order to avoid the excess amounts of packaging that candy comes in. If you don't have a knack for baking you can purchase fair trade and/or organic chocolates and put them in a reusable container like a pretty, fabric covered box or decorative tin or jar that will be a keepsake.
- Run an errand to recycle something for your sweetheart. Take that old computer to be refurbished or to a certified e-waste depot or that bag of clothing that no longer fits to a thrift shop.
- Share a bottle of local organic wine with your honey in an organic bubble bath, while basking in the light of BC-made beeswax candles.
- Make dinner for your true love using local and/or organic ingredients and/or Ocean Wise fish.
- In the name of your Valentine, buy certified carbon offsets, or make a donation to a green, non-profit organization.
- Instead of a plush teddy bear, consider supporting an organization that protects local wildlife, in your sweetheart's name.

Visit the RCBC web site at www.rcbc.bc.ca for these tips and lots more information on how to reduce your personal environmental footprint.

The Recycling Council of British Columbia is a multi-sectoral non-profit organization promoting the principles of Zero Waste through information services, the exchange of ideas, and research. Founded in 1974, RCBC is Canada's longest-serving recycling council and has earned the reputation of being one of the most widely respected multi-sectoral environmental organizations in the province today. RCBC has played a major role in the establishment of the many ground-breaking product stewardship programs in the province, which are emulated around the world.