



## MEDIA RELEASE

*For Immediate Release*

### **Media Contact:**

Brock Macdonald, Executive Director  
Recycling Council of B.C.  
Phone: 604 683-6009 ext. 307  
Cell: 604 551-4454  
Email: [brock@rcbc.bc.ca](mailto:brock@rcbc.bc.ca)  
Web: [www.rcbc.bc.ca](http://www.rcbc.bc.ca)

## **FREE ELECTRONIC TOY RECYCLING EVENT IN VANCOUVER**

**VANCOUVER, September 22, 2010** - The Canadian Toy Association and Waste Management will be providing a free collection event to recycle broken and end-of-life electronic toys on Saturday, October 2, from 9 am to 3 pm at the Walmart Supercentre, 3585 Grandview Highway.

This is the first electronic toy recycling event in British Columbia (B.C.) and is a trial event to assist the Canadian Toy Association in developing a new type of electronics recycling program to meet B.C.'s Recycling Regulation. The program, which is under development, will provide B.C. consumers with a convenient and environmentally responsible way to recycle used, unwanted, obsolete or damaged electronic toys.

Waste Management's Greenplug™ project team will also pilot a new and exciting GREENOPOLIS reverse vending kiosk at the event. This return kiosk has been designed especially for the Canadian Toy Association and is consumer interactive. Canadian Toy Association members will also be on hand to assist with drawings for gifts and prizes for children who return their electronic toys for recycling.

"The Canadian Toy Association is taking a proactive approach to helping consumers responsibly dispose of end-of-life electronics by offering this free collection and recycling program to Vancouver-area residents," said Jeff Hurst, chair of the Canadian Toy Association. "This trial event will help us develop a province-wide sustainable solution for the recovery of electronic toys to divert them from the waste stream."

Electronic toys are those with a battery and/or an electrical plug.

#### Acceptable Electric Toys:

- Toys with a battery and/or electrical plug
  - Plush Textile Toys with Electronics
  - Hard Plastic Toys with Electronics
  - Electronic Powered Trains
  - Electric Car Racing Sets
  - Electric Cars and Trucks (remote control)
  - Electric Ride-on Toys
  - Hand-held Electric Game Devices
  - Gaming Devices with PC/TV

#### Non-Acceptable Toys

- Non-electrical Toys  
(Toys that do not use batteries or have an electrical plug)

The electronic materials received by the Canadian Toy Association will be processed at approved e-waste processing facilities that are ISO 14001 and 9001 certified. In addition, Waste Management recycling partners agree to conduct their electronics recycling programs transparently and in accord with rigorous environmental and worker safety standards, and to adhere to measures that prevent the export of hazardous e-waste to developing countries.

“We see this as an opportunity to help communities recycle electronic waste responsibly, conveniently, and economically, as part of our broader sustainability partnerships across B.C.,” said Dean Kattler, area vice president for Waste Management. “It is our way of demonstrating a shared commitment with the community, by providing outstanding customer service and environmental stewardship.”

“The Recycling Council of British Columbia (RCBC) enthusiastically supports this event and we look forward to a full-time program,” said Brock Macdonald, RCBC executive director. “Industry stewardship programs such as this not only provide an environmentally safe alternative to disposal, but help recoup valuable resources that can become the feedstock for new products. It’s a huge step forward to further reducing our carbon footprint.”

For more information about the event, please call the B.C. Recycling Hotline at 604 732-9253 9am to 4pm Monday through Friday.

#### **About the Canadian Toy Association**

The members of the Canadian Toy Association are manufacturers, importers and distributors of toys, games, seasonal, decorations and hobby products. Founded in 1932, the Canadian Toy Association (CTA) is Canada’s national Association serving the interests of the toy, game, seasonal decorations, hobby product, manufacturers, importers and distributors. The Association’s head office is located just outside of

Toronto, and it is estimated that Association members account for 80% of sales in this industry. For more information, please visit <http://www.cdntoyassn.com/>. You will find this a fantastic resource to research and review all of the fine companies and products in our association at <http://www.cdntoyassn.com/viewpage.cfm?PageID=85>

### **About Waste Management and WM Recycle America, L.L.C.**

Waste Management, based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Our subsidiaries provide collection, transfer, recycling and resource recovery, and disposal services. Waste Management is the largest residential recycler in North America. Our customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management visit [www.wm.com](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

### **About Greenopolis**

Greenopolis LLC, is a subsidiary of Waste Management. Greenopolis.com is the first interactive community that connects the online conversation about recycling and resource management with opportunities to track the products that consumers use and recycle through recycling kiosks located in public venues and other on the go locations. Through Greenopolis, environmentally responsible individuals can earn rewards for recycling and resource-conscious companies can better understand the lifecycle of their products. "Rethink. Recycle. Reward. Closing the Loop Together." For more information: [www.greenopolis.com](http://www.greenopolis.com)

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