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NEWS RELEASE

FOR IMMEDIATE RELEASE

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New OVWRC Advertising Campaign Launched That Targets Proper Sorting of Recyclables

Pembroke, ON: Beginning August 29th, the Ottawa Valley Waste Recovery Centre will be launching a new ad campaign that targets the proper sorting of recyclables and other waste materials. The ads, which will run in the *Pembroke Daily Observer*, have the tagline “What Goes Where” or “Make Waste Safe” and they target materials that are commonly placed in the wrong containers. Sue McCrae, General Manager of the Ottawa Valley Waste Recovery Centre, explains the concept behind the ads.

“The recyclables or waste materials targeted in the ads are those that are often sorted incorrectly. A common example would be milk cartons which we see mixed in with papers in the blue box collection. They actually belong in the yellow bin. These ads will help remind residents how to properly sort recyclables and garbage items.”

When residents properly sort their material it makes the job of sorting recyclables safer and more efficient.

“A lot of people may not know we hand sort their recyclables,” comments Mrs. McCrae. **“When material like kitty litter, diapers and especially needles are placed in recycling bins it is a hazard to our employees.”**

Funding for the advertising space is received through Waste Diversion Ontario’s Blue Box Program. To account for their portion of funding for the Ontario Blue Box Program, the Canadian Newspaper Association and Ontario Community Newspaper Association provide in-kind advertising space to Ontario Municipalities. The first ad will appear in the *Pembroke Daily Observer* on August 29th. The campaign will run until November 24th.

“Reminding residents how to sort their recyclables and ensuring hazardous wastes including needles are disposed of properly is an important part of the Centre’s mandate.” comments Councilor Steve Bennett, Chairman of the Ottawa Valley Waste Management Board. **“It results in safer working conditions for Centre employees and ensures material that can be recycled is kept out of our landfill.”**

More information on ‘What Goes Where’ is available on the Centre’s website at www.ovwrc.com.

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This document was produced by Communication Department staff at the Ottawa Valley Waste Recovery Centre.