



Ottawa Valley Waste Recovery Centre

900 Woito Station Road RR# 4 Pembroke, Ontario K8A 6W5

MEDIA RELEASE

****FOR IMMEDIATE RELEASE****

January 2nd, 2008

Waste Reduction Week Contest a Success

Local Students Know How To Walk Lightly on the Environment

Pembroke, ON: For the fourth year in a row local students were asked to be creative and show how they “Walk Lightly on the Environment.” The Ottawa Valley Waste Recovery Centre held its annual “Walking Lightly on the Environment” contest as part of their Waste Reduction Week celebrations and recently awarded the students with their prizes.

In October, teachers were notified of the contest asking students at various grade levels to participate. Students in Kindergarten to Grade 1 were asked to color a picture of one of the Centre’s mascots. Grades 2 to 5 were asked to draw a picture of why we should recycle and/or compost. 13 of the over 300 entries were chosen for the Centre’s 2008 Environmental Calendar.

“The Environmental Calendar is a fun way for students to display their artwork.” Comments Elizabeth Graham, the OVWRC’s Communications Supervisor. **“As part of their prize pack they receive copies to distribute to family and friends. It’s very rewarding for the students.”**

OVWRC’s General Manager, Sue Campbell agrees. **“Part of a successful promotion and education program is rewarding people for the sustainable activities they practice everyday. These students have shown they “Walk Lightly on the Environment” and it’s important that they are recognized for their commitment to doing so.”**

The contest also included a new category for Grades 6 through 9. Students were asked to submit a radio ad that focused on one or all aspects of reducing, reusing, recycling and composting. 2 of the 20 entries received were chosen and students recorded their ads at local radio stations. Ads were run both on Star 96 and MyFM in early December.

“This was an excellent addition to the contest.” Comments Ms. Graham. **“Students were very creative in telling us how they recycle or compost. And for them to be able to record their own radio ad and hear themselves on the local radio stations was very exciting.”**

Grades 10 to 12 were asked to design a mural that covered a 10 foot x 8 foot wall at the Centre. The successful student and classmates visited the Centre to bring the mural to life. This year’s mural includes the Centre’s three mascots and is inspired by aboriginal artist Moses Beaver who had recently worked with the students to create aboriginal artwork at their school.

Students received their prize packs consisting of a blue box, a t-shirt made from 50% recycled pop bottles, various OVWRC promotional items and copies of the calendar in mid-December. Each student was also awarded a pizza party for their class.

For more information please contact Sue Campbell, General Manager at 613-735-7537.

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Phone: 613-735-7537 Fax: 613-735-1837 www.ovwrc.com info@ovwrc.com

“Working Together to Walk Lightly on the Environment”

ISO 14001 Self-Declared



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The following are the winners of the 2007 “Walking Lightly on the Environment” Contest:

2008 Calendar Contest (Drawings and Colorings)

Cover

Jade Clouthier, Grade 4 Student, General Lake Public School-Reduce, Reuse, Recycle and Compost with Curby, Toby and Betty

January

Samuel Kaul, Grade 1 Student, Highview Public School-Toby the Triple R Can

February

Jenna Adlam, Grade 3 Student, Our Lady of Lourdes Catholic School-Keep on Recycling

March

Emma Kelly, Grade 1 Student, Highview Public School-Curby the Green Cart

April

Madison Verner, Grade 4 Student, Our Lady of Sorrows-Recycling Can Help Keep Our Earth Clean!

May

Sara Ryan, Grade 4 Student, Rockwood Public School-Composting is Good for the Environment!

June

Kara Delaurier, Grade 3 Student, Pineview Public School-I recycle because it is good for the environment!

July

Indeevari Ratnayake, Grade 5 Student, Highview Public School-Please Recycle

August

Sarah McGarry, Grade 4 Student, General Lake Public School-Si tu recycles et Sit u recycles pas.

September

Maddison Kouloheris, Grade 2 Student, Highview Public School-Blue Box Betty Eats Cardboard

October

Alisha Miller, Grade 5 Student, Holy Name Catholic School-Think of Our Planet

November

Baylie Clouthier, Grade 1 Student, Highview Public School-Blue Box Betty

December

Alexa White, Grade 3 Students, Highview Public School-Save the Earth

Radio Ad Contest

“Recycling Pop Cans”

Grade 6 Highview Students

Krista Gimson

Mackenzie Jones

Amber McLinden

“Recycling Saves the Earth”

Grade 6 Highview Students

Christopher Mayerhofer

Serena McMillan

Sierra Sim

Mural Design

Patricia Guilderson, Grade 10 Student, Bishop Smith Catholic School

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