



Ottawa Valley Waste Recovery Centre

900 Woito Station Road

Pembroke, Ontario

Canada K8A 6W5

Tel: 613-735-7537

Fax: 613-735-1837

www.ovwrc.ca

NEWS RELEASE

FOR IMMEDIATE RELEASE

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The Ottawa Valley Waste Recovery Centre asks the Valley “What Are You Doing to Reduce Your Waste?”

Pembroke, ON: Waste Reduction Week (WRW) in Canada is fast approaching and the Ottawa Valley Waste Recovery Centre (OVWRC) is asking the Valley “what are you doing to reduce your waste?” WRW will be celebrated this year from October 19th to October 26th. The program, whose official theme is *Too Good to Waste*, encourages Canadians of all ages to become actively engaged in environmental stewardship by adopting more eco-conscious choices in all aspects of their daily lives.

“Individual choices, big and small, make all the difference in the pursuit of environmental sustainability,” comments OVWRC General Manager Sue McCrae. **“Whether it’s someone choosing to use a reusable coffee mug for their morning coffee or a local restaurant deciding to set up an organics program for their food waste, we are all working together to walk lightly on the environment”.**

Through its’ recycling and composting programs, the OVWRC diverted over 15,000 tonnes of material from the landfill in 2008. Nevertheless, WRW challenges us to think outside of the blue box and reduce the amount of waste we create in the first place. **“Waste Reduction Week in Canada is an important opportunity to remind people of the three “R” Hierarchy – Reduce, Reuse and then Recycle,”** comments Steve Bennett, Chairperson of the Ottawa Valley Waste Management Board. **“Reducing the amount of waste we create in the first place is the most important step.”**

Reducing the amount of waste we create has a string of benefits for the environment. Making the eco-conscious choice to use reusable cloth bags, for example, or buying items in minimal packaging and products made from recycled materials, conserves natural resources. Just one tonne of recycled paper saves approximately 17 trees, 2 barrels of oil, 4100 kilowatts of energy, 3.2 cubic yards of landfill space and over 60 pounds of air pollution.

The OVWRC has been an enthusiastic supporter of WRW since its conception, and this year is no different. As part of its WRW celebrations, the Centre will be hosting its 6th annual “Walking Lightly on the Environment” contest. Every year the Centre invites local schools to participate in

the contest which promotes the importance of waste reduction within the Ottawa Valley. **“This year’s contest,”** remarks Ms. McCrae, **“is bigger and better than ever. We have over \$2,500 in prizes to award as well as a computer donated by Staples. The contest challenges contain specific links to the Ontario school curriculum and are available in both official languages.”** The contest winners will be announced in the local media and displayed at the Pembroke Mall. Teachers are encouraged to contact OVWRC Communications staff at 613-735-7537 ext 221 for contest details.

For more information on WRW in Canada please visit www.wrwcanda.com. To find out more about OVWRC’s waste diversion programs, please visit www.ovwrc.com or call 613-735-7537.

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Contact: Sue McCrae, General Manager
613-735-7537, ext. 214 or 613-401-3998

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