



For Immediate Release

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### ***Practicing the 3R's – Waste Reduction Week reminds us to Reduce, Reuse and Recycle***

PEMBROKE, ON – By now, many of us are familiar with the 3R's—reduce, reuse, and recycle. By using our recycling bins and composting, whether in our backyard or using our green cart, we are reducing the amount of waste we send to landfill. But think of all the other things we could be doing.

**“Recycling makes people feel good. Setting out a full recycling container on collection day shows everyone you are committed to managing your garbage responsibly at home.”** Comments Sue Campbell, General Manager of the Ottawa Valley Waste Recovery Centre. **“But think of all our other day to day activities where we could be practicing the 3R's; while we are at work, at school or even while we are traveling or shopping.”**

Waste Reduction Week is a perfect time to remind people about the different things they can do to reduce, reuse and recycle in their community. Waste Reduction Week will be celebrated across the country from October 19<sup>th</sup> to the 25<sup>th</sup>. Its theme “Too Good To Waste” is intended to raise public awareness about waste and the impact it has on the environment. It also urges people to do their part by reducing, reusing, and recycling in every aspect of their lives – at home, school and work.

Steve Bennett, Chairman of the Ottawa Valley Waste Management Board believes practicing the 3R's at work is one of the easiest things people can do to reduce waste going to landfill. **“People in our community are already recycling and composting at home. We must now take this commitment and incorporate it into our day to day activities in the workplace.”**

To help people continue to practice the 3R's the OVWRC has compiled some easy tips that will help you reduce waste and “Walk Lightly on the Environment”.

**“Waste audits in Petawawa, Pembroke and Laurentian Valley show that residents are already diverting over 60% of the garbage they produce at home. It's now time to move aggressively forward to implement waste reduction and recycling programs at work and in the community.”** Ms. Campbell continues. **“And that benefits all of us.”**

For more information on Waste Reduction Week visit [www.wrwcandata.com](http://www.wrwcandata.com) or [www.ovwrc.com](http://www.ovwrc.com).

ATTACHED: Weekly Theme Days for Waste Reduction Week.



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## Weekly Theme Days for Waste Reduction Week

The following are a few ideas to help you reduce waste.

No matter where you are you can make a difference.

### **Sunday, October 19: In the Community**

*How can you celebrate Waste Reduction Week in your community?*

Visit the Waste Reduction Week website, [www.wrwcana.com](http://www.wrwcana.com), for ideas and tips of activities and events that you could get involved in for Waste Reduction Week. Bring a group to tour the Ottawa Valley Waste Recovery Centre or organize a neighbourhood clean-up and separate the litter into recyclable and non-recyclable.

### **Monday, October 20: At Home**

*How can you celebrate Waste Reduction Week at home?*

Replace disposable items with reusable ones. Try some of these changes in your home; buy a reusable coffee filter, replace disposable batteries with rechargeable ones and use cloth towels instead of paper.

### **Tuesday, October 21: Travel**

*How can you celebrate Waste Reduction Week while you travel?*

If you can find another option for getting to work rather than driving, that's great. If you have no other travel option, keep your vehicle maintained. It increases fuel economy by 10% and reduces air pollution.

### **Wednesday, October 22: Work**

*How can you celebrate Waste Reduction Week at work?*

Contact the Ottawa Valley Waste Recovery Centre for a free Waste Assessment for your business. Trained OVWRC staff will make recommendations on how your workplace can reduce waste and save on landfill tipping fees. Cut down on paper by networking computers and sharing files electronically. Also, see if there are incoming mailings like catalogues that more than one person is receiving. Keep only one copy in a central location and take the other recipients off the mailing list.

### **Thursday, October 23: School**

*How can you celebrate Waste Reduction Week at school?*

Turn off lights when not in use. Try leaving the lights off on bright, sunny days. It's free energy and studies have shown that natural light can improve student test scores by 5% to 21%. And don't forget to pack a litterless lunch.

### **Friday, October 24: Play**

*How can you celebrate Waste Reduction Week when you're at play?*

Recycle sporting equipment through swap shops or as donations to community yard sales. Donate used books to schools or community groups. Better yet, get in the habit of going to the library.

### **Saturday, October 25: Shopping**

*How can you celebrate Waste Reduction Week when you're shopping?*

Being a smart shopper is an important way to reduce waste, you have the choice to prevent waste before it begins. What are some choices you can make?

Buy Local: Transportation consumes huge amounts of fossil fuels and adds to greenhouse gas emissions.

Buy Recycled: Watch for materials that have "post-consumer" recycled content. These are 'more recycled' because individuals have already used them.