



This summer, BC Used Oil has reprised its province-wide marketing communications and media campaign from last year. The Ambassador program will be encouraging British Columbians to responsibly recycle used oil materials and working to help reduce the frequency of night drop off locations at collection facilities across the province.

Two ambassadors will be canvassing the province in a branded Toyota Prius and promote the responsible recycling of used oil materials by visiting collection facilities in various markets around B.C. Ambassadors will also build relationships with program stakeholders; distribute collateral materials; and meet with regional and municipal government officials. They will also be attending various community events to connect with the public.

More than 40 communities around British Columbia will be visited, including cities and towns in the Thompson-Okanagan, Northern B.C., Kootenay, Vancouver Island and Lower Mainland regions.

Look for the BC Used Oil Ambassadors in your community this summer!



BCUOMA

British Columbia Used Oil
Management Association