



NEWS RELEASE

Vancouver, B.C. – December 1, 2020 – (*For immediate release*) – The Recycling Council of British Columbia (RCBC), announced today the appointment of its new Executive Director, Lyndsay Poaps. Founded in 1974, RCBC is Canada's longest serving recycling council.

A well-respected leader and change-maker with a history of building and transforming organizations that serve a strong social purpose, Poaps takes the helm after RCBC's longest-serving Executive Director, Brock Macdonald, retired this fall.

Before joining the Recycling Council of BC, Poaps was the Executive Director of Leadnow, an independent citizen's advocacy organization. She co-founded Check Your Head and is the founder of Frontrunner, a campaign school for young women. Poaps has served as an elected Commissioner on the Vancouver Board of Parks and Recreation and was an Urban Fellow with the City of Toronto. She has served on many community boards and initiatives throughout her career including REACH, a community health centre, the British Columbia Environmental Network and as a member and spokesperson for the City of Vancouver's Engaged City Task Force under Mayor Gregor Robertson.

"My passion lies in engaging people in the development of social and environmental policy in a way that improves community-building and decision-making. I'm very much looking forward to working with the small but mighty staff and leading the highly-respected Recycling Council into the next decade, which will be a critical time for addressing the climate emergency."

Said RCBC Board Chair Ken Ingram of West Coast Reduction, "We're excited to welcome Lyndsay into the RCBC family and feel very fortunate to have a leader of her experience and calibre joining our team."

RCBC works to prevent and reduce the use of resources before they ever need to be recycled. However, when B.C. residents have end-of-life materials, RCBC's primary role is to provide them with information about the options available in their communities, through the Recycling Hotline, the online B.C. Recyclepedia and phone app. Each year, RCBC's Information Services staff team answer more than 200,000 questions from the public via phone or online about pollution prevention, recycling and waste reduction.

2-2-2

As part of its mission, RCBC facilitates the exchange of ideas and knowledge that enable efficient solutions to eliminate waste through its public information services, through its annual conference, and through special events such as Waste Reduction Week.

RCBC members are local, regional and provincial governments, businesses large and small, non-profit organizations and interested individuals who recognize the importance of coming together to work on B.C.'s long-term sustainability and create a world without waste.

-30-

For more information contact:

Mairi Welman
RCBC Board of Directors
604-329-8151
welmancommunications@gmail.com