



Waste Reduction Week challenges British Columbians to Rethink Waste

National campaign works to educate, empower, and engage Canadians to reduce waste

Vancouver, October 7, 2015 – Waste Reduction Week is an opportunity for British Columbians to work together on reducing waste and conserving resources. Across the country, from October 19 to 25, 2015 schools, businesses, governments, and individuals are challenged to change their habits to help reduce waste.

"British Columbia is setting the pace across the country for waste reduction. We're leading the way on take-back programs, focusing on organics diversion, and now trending towards a circular economy," says Brock Macdonald Chief Executive Officer, Recycling Council of British Columbia. "Waste Reduction Week is a campaign that asks British Columbians to rethink what we buy, and instead explore the sharing economy opportunities in your community – borrow a fishing pole, rent a dress, visit a seed library. Let's rethink the norm, and reconsider what we individually dispose of and where we can make a difference."

Waste Reduction Week inspires British Columbians to take action and reduce waste in their own creative and successful ways. For example, several schools are challenging students to significantly reduce their waste during WRW; community groups are hosting free swaps/garage sales; a housing co-op is hosting an environmentally-themed movie night with free pizza and a waste reduction information booth! "It's wonderful to see communities and groups come together to initiate real change," says B.C.'s Minister of Environment Mary Polak. "These actions show that Zero Waste remains a priority for British Columbians."

"Waste Reduction Week is a wonderful opportunity for all British Columbians to make simple changes in their lives. Some of these actions could include buying

in bulk to reduce packaging or reinventing your leftovers before they go bad to reduce food waste. Or try DIY, try making your own bread or laundry soap, it reduces packaging, and saves both the environment and money!" says Macdonald. "As Canadians we already understand the importance of a healthy environment, but sometimes we forget that our everyday actions are a statement of those beliefs. Small changes can gain big results."

All British Columbians are welcomed to get involved by visiting the Recycling Council of BC's Waste Reduction Week website: www.rcbc.ca/events/waste-reduction-week. For all registered events and community proclamations, visit the National Waste Reduction Week website at www.wrwcanda.com/register.

Waste Reduction Week in Canada is organized by a coalition of non-governmental, non-profit groups and government organizations from each of the 13 provinces and territories across Canada.

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