



For immediate release

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BLUE BOXES IN SCHOOLS WILL HELP DIVERT MORE WASTE

School District 71 will expand its "green efforts" this month by enhancing its recycling program which is a win-win-win situation for the schools, Comox Strathcona Waste Management (CSWM) service and the environment.

Funding from the Comox Valley Regional District's (CVRD) regional solid waste service allowed the municipalities to support expanding the schools' waste diversion program by distributing blue boxes and providing pick-up service to parallel the municipal curbside recycling program.

School District 71 is charged by the tonne for garbage disposal, so the school system hopes to see a savings from the expanded recycling program.

The CSWM service hopes another big benefit of expanding the program will be to instill in the students the importance of waste reduction by focusing on the key elements of the 'Power of R' program, the free curriculum-linked classroom sessions lead by CSWM facilitators who encourage students to rethink, reduce, reuse and recycle. In 2010, CSWM will continue to look for ways to provide the schools with additional waste reduction opportunities, such as composting organics.

"Through education and program support for waste reduction initiatives in the school we are absolutely making a difference," said Drew Hadfield, CVRD's manager of solid waste. "It encourages students to consider their everyday choices and empowers them to make better choices. Once the students know that there's nothing to it if you just know how, they can become role models for their families."

For more information about the 'Power of R' program or to book a classroom session, visit www.comoxvalleyrd.ca/powerofr.

The Comox Strathcona Waste Management (CSWM) service is a function of the Comox Valley Regional District (CVRD) and is responsible for two regional waste management centres that serve the Comox Valley and Campbell River, as well as a range of transfer stations and smaller waste-handling and recycling facilities for the electoral areas of the CVRD and the Strathcona Regional District. The CSWM service manages over 100,000 tonnes of waste and recycled material and oversees a number of diversion and education programs.

Media contact:

Drew Hadfield
Manager of solid waste
Comox Valley Regional District
Tel: 250-334-6025