



## ***Waste Reduction Week Encourages British Columbians to Rethink Waste***

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

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**Vancouver, B.C.** – Waste Reduction Week is an opportunity for British Columbians to work together on reducing waste and conserving resources. Across the country, from October 15 to 21, 2018 schools, businesses, governments, and individuals are encouraged to improve their waste-reduction habits.

"British Columbia is setting the pace across Canada for waste reduction. We're leading the way on take-back programs, focusing on organics diversion, tackling single-use products, and now trending towards a circular economy," said Brock Macdonald Chief Executive Officer, Recycling Council of British Columbia (RCBC). "Waste Reduction Week is a campaign that asks British Columbians to rethink how and 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 and reconsider what we individually dispose of and where we can make a real difference."

Waste Reduction Week (WRW) 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; and an artist has organized a clothing repair workshop!

"Waste Reduction Week is a great opportunity for all British Columbians to make simple changes in their lives. Some of these actions can include buying in bulk to reduce packaging or reinventing your leftovers into a soup or casserole to reduce food waste. Or try a little do-it-yourself magic by making your own bread or laundry soap. That 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 contribute and make a statement of those beliefs. Small changes can gain big results."

This year British Columbians will be seeing more blue and green as landmarks will be illuminated in support of Waste Reduction Week. BC Place, the Canada Place Sails of Lights, Science World, the BC Parliament Building, and various municipal buildings are all participating by lighting up for WRW. Check the RCBC website for the full list of sites and dates. Residents are encouraged to take a selfie and share it online with the tag #WasteReductionWeek. Want to go the extra mile? Dress up in blue and green!

All British Columbians are encouraged to get involved and learn more by visiting the Recycling Council of BC's Waste Reduction Week website: [www.rcbc.ca/events/waste-reduction-week](http://www.rcbc.ca/events/waste-reduction-week). For all registered events and community proclamations, visit the National Waste Reduction Week website at [www.wrwcanada.com/register](http://www.wrwcanada.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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