

# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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## **EDMONTONIANS ARE SAVING THE ENVIRONMENT ONE BAG AT A TIME WITH BEVERAGE CONTAINER RECYCLING PROGRAM**

**Edmonton, AB**—For users of the Winnifred Stewart Association (WSA) Recycling Enterprises Beverage Container Recycling Program, Earth Day lasts longer than just one day; it's a year-round event. Over 4,500 residents in the Edmonton and area region have stopped dealing with the build-up of empty pop cans and juice bottles in their homes. Instead, they are simply tossing their bags of empties out onto their doorstep on scheduled collection days.

Residents who are interested in joining the recycling movement can easily subscribe to the Beverage Container Recycling Program and enjoy the long-term benefits of a recycling service that does not cost them any time, money, or inconvenience. All program participants receive a free collection container with free liners. Full containers are worth \$10 of recycled product, and users even receive an annual charitable tax receipt for their cumulative collection. "Our participants are realizing how easy it is to use our recycling program. They become more committed to saving the environment over the long-term. As well, families are able to teach kids about recycling and community involvement through this simple program," says WSA Recycling Enterprises Manager, Vicky Andress. Residences and businesses can participate in this program, which helps raise money for WSA's special projects, such as its assisted living homes and specialized equipment purchases.

In celebration of this year's annual Earth Day, Edmontonians are invited to take part in a variety of free activities that includes live performances and interactive children's workshops at Hawrelak Park from noon to 6 p.m. on April 20. Earth Day helps raise awareness about the environment and people's collective impact on it. "This event is a unique opportunity for residents and companies to find out more about our Beverage Container Recycling Program. They can stop by our booth, register for the program, and even take home a free collection stand and bags," Andress adds.

When Winnifred Stewart Association first started its Recycling Enterprises program over a year ago, 75 collection bins were placed in its first Edmonton neighbourhood. Today, WSA's Recycling Enterprises' Beverage Container Recycling Program operates throughout the city of Edmonton, inspires 4,500 residential and 350 business and government agency participants to recycle on a daily basis, and keeps countless beverage containers (a total of 3.6 million since it first began) from entering local landfills. The program is operated in partnership with the Alberta Beverage Container Recycling Corporation.

Thanks to the overwhelming success of this program, WSA can continue to provide much-needed support to individuals with developmental disabilities, helping them develop their abilities and fulfill their dreams, all while saving the environment one bag at a time. For more information on WSA's Recycling Enterprises program, stop by the Recycling Enterprises booth in Hawrelak Park on Earth Day, April 20, between noon and 6 p.m., or visit [www.recycleenterprises.com](http://www.recycleenterprises.com) or [www.winnifredstewart.com](http://www.winnifredstewart.com).

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