
NEWS RELEASE

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Recycle Right at Home Campaign - A collaboration of Vancouver Island and Coastal Communities in BC

The Association of Vancouver Island and Coastal Communities (AVICC) with partnership from the Alberni-Clayoquot Regional District, Capital Regional District, Comox-Strathcona Waste Management, Cowichan Valley Regional District, qathet Regional District, Regional District of Nanaimo and Sunshine Coast Regional District are rolling out the new Recycle Right at Home campaign, providing residents across all regional districts information for how to reduce, reuse and recycle responsibly and effectively at home.

“The Recycle Right at Home campaign provides simple information for how to recycle responsibly at home,” said AVICC President Carl Jensen. “Many residents throughout our regional districts frequently travel or work between other neighbouring districts, the Recycle Right at Home campaign includes clear messaging that is relevant to all regional districts.”

A series of short videos have been developed that focus on different aspects of recycling to inform and hopefully inspire residents to ‘Recycle Right’. The campaign presents easily adaptable ideas to work towards waste reduction.

“Recycling can be confusing” said RDN Board Chair, Ian Thorpe. “But knowing how to ‘Recycle Right’ is an important step we can all take in ensuring our recycling doesn’t end up in a landfill.”

The Recycle Right at Home campaign was officially launched on Earth Day (April 22) and will be shared by the AVICC partnering Regional Districts.

The campaign topics include helpful tips on how to reduce waste, why “keeping it clean” is important in recycling, common contamination and why “know before you throw” helps increase recyclability and identifying where to take your recycling.

For more information visit: www.rdn.bc.ca/recycle-right-home

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Contact: Solid Waste Services
Regional District of Nanaimo
250-390-6560
zerowaste@rdn.bc.ca

