
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 (ACRD), 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.

“We are happy to be part of this collaboration on recycling education which will hopefully alleviate some of the confusion on recycling that we are hearing from our residents,” says Jenny Brunn, Manager of Operations for the ACRD. “We are working to build on our existing education efforts in the following year including the Recycle Right at home campaign.”

The Recycle Right at Home campaign which was officially launched on Earth Day (April 22nd) 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.acrd.bc.ca/recycle-right-at-home

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