

For Immediate Release

**Earth Week TV Program Shows How Recycling Milk Containers
Can Help Keep Alberta's Environment Pristine**

EDMONTON (April 10, 2006)—Earth Week – April 17 to 23 – has helped make Albertans think about the health of our environment – air, land and water. Since 1970, it has been reminding people that local, often small solutions can help bring about a better environment. In a documentary that airs on the last day of Earth Week – Sunday, April 23 at 11 a.m. – Global TV's News Hour co-anchor, Lynda Steele, examines how it's often those simple steps, like recycling milk containers that can have a positive impact on our beautiful province.

Steele takes a look at how the simple act of recycling can bring the plastic and paper resources used to make milk jugs and cartons full circle. In "Swish & Squish and See What Happens," she follows the route the containers take from the time they are placed in recycling bins, blue bags and blue boxes to the process that is used to turn them into the new products we all use.

"It is amazing to think that the milk jugs and cartons we all recycle can return as a lawn chair, a flower pot, a new cardboard box or a backyard composter," said Roberta Windrum of St. Albert, who manages the Alberta Dairy Council's (ADC) Milk Container Recycling Program. "It is a reaffirmation that when we recycle those bottles, plastic jugs, cartons, newspapers and magazines, something good comes of it and we all benefit."

Most Albertans are already regular recyclers. Surveys show that 83% of us recycle by using the drop-off recycling depots in our communities or the blue bag and blue box services some municipalities offer. But, we recycle some things better than others.

"Our studies show that even though Albertans are recycling 21 million milk jugs, that is only half of the jugs we purchase throughout the year. It's pretty good but we could do a lot better," Windrum said. The ADC's recycling program is the sponsor of the Global documentary.

"One of the key messages of this recycling program is that when we let a few jugs or cartons slip by, or when some people don't recycle at all, we are missing a great opportunity to reduce demand for landfill space, to recycle the natural resources that are used to make the containers and to help keep our Alberta environment in a pristine state. We need every one of our milk containers back," she emphasized.

"Swish & Squish and See What Happens!" airs at 11 a.m. on Sunday, April 23 on Global.