

News Release

For immediate Release

“Moo-bin” recycling trial kicks off during Waste Reduction Week

CALGARY 19 October, 2006 - The Alberta Dairy Council and the City of Calgary are kicking off an 8 month pilot program during national Waste Reduction Week **October 16 to 22**, to determine if a municipal recycling bin disguised as a Holstein cow (white with black spots) will motivate Calgarians to recycle more milk jugs and cartons.

Roberta Windrum, coordinator of the Dairy Council’s Milk Container Recycling Program, said she hopes the specially painted recycling bin will make Calgarians smile first, then prompt them to recycle all of their empty milk jugs and cartons.

“Some Albertans are pretty good recyclers. But, our studies indicate, many households have three or four milk jugs or cartons a month that aren’t recycled. We want to get those milk containers into the recycling system and we’re hoping this bin will be a happy reminder,” Windrum said.

“The City of Calgary is keen to partner with the Dairy Council on this project,” says Dave Griffiths, Director, Waste and Recycling Services.

“Calgarians are busy people and we know it takes some effort to organize recyclables and drop them off at recycling depots. However, it’s a routine we have to find time for because every container, cardboard box or newspaper we recycle stays out of a landfill,” Griffiths said.

The city will be tracking the number of milk jugs and cartons people recycle in the “moo-bin” compared to other milk container recycling bins in other parts of the city.

The first Moo-bin was unveiled today at the Market Mall Recycling Depot, 3625 Shaganappi Trail NW (NE corner of Parking lot).

Waste & Recycling Services is focused on taking action to protect Calgary’s environment, with the goal to recycle 80 per cent of waste by 2020. This City of Calgary business unit manages residential waste collection for 300,000 residential homes and operates three landfills and various community recycling depots, and is expanding to provide a city-wide residential curbside recycling service. **Call 311, www.calgary.ca/waste**

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