



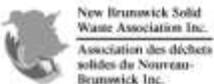
Waste Reduction Week in Canada

October 19-25, 2008



Semaine canadienne de réduction des déchets

19 au 25 octobre, 2008



WASTE REDUCTION WEEK (WRW) GETS GREENER AND MEANER

- WRW in Canada announces Oscar the Grouch as new face of waste reduction -

TORONTO - September 18, 2008 - Today, Sesame Street's beloved Oscar the Grouch was announced as the new spokes-Muppet for Waste Reduction Week in Canada (WRW). The grumpy, garbage-loving Muppet has teamed up with the WRW Program to promote its 'waste-free' goals and appeal to children and adults alike through a media campaign running from October 19-25, 2008.

Oscar is known for his grouchy quips and love of all things garbage and he will use his unique charm to help encourage families to participate in WRW through two television public service announcements, promotional posters and a public relations campaign. The public service announcements will debut nationally in September and will offer easy ways to reduce, reuse and recycle.

"I can't think of anyone better to represent the need for increased waste reduction and recycling than Oscar the Grouch," said Jo-Anne St. Godard, member of the National Committee for WRW and the Recycling Council of Ontario's Executive Director. "Oscar is one of the most beloved television personalities. His broad appeal will elevate Waste Reduction Week to new heights and help get everyone excited about doing their part."

"Even Oscar can suppress his grouchiness to help support the important mission of Waste Reduction Week in Canada," said Hunter Heller, Assistant Vice President, International Licensing, Sesame Workshop, the nonprofit organization behind Sesame Street. "Sesame Workshop has long been committed to teaching children of all ages how to respect and better appreciate the environment and we think no other grouch can do it better than Oscar, the original 'green' Muppet?."

Canada's 8th annual Waste Reduction Week is developed and run by a coalition of waste reduction and conservation organizations from across the country. The program urges everyone to do their part in by reducing, reusing and recycling in every aspect of their lives – at home, school and work.

About WRW in Canada

WRW in Canada is developed and delivered by a coalition of 13 different recycling councils and sister organizations from across the Country. The Program focuses on the 3Es of the 3Rs; Education, Engagement and Empowerment. Waste Reduction Week in Canada, aims to inform and engage Canadians about the environmental and social ramifications of wasteful practices. The program's educational resources and "take action" messaging, empowers all Canadians to adopt more environmentally conscious choices. WRW

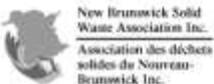
www.wrwcanda.com

Champion Sponsors





Recycling Council of Alberta



City of Yellowknife



Iqaluit



provides information and ideas to reduce waste in all facets of daily living, creating the solution to the many environmental challenges we face including climate change, water pollution and preservation of natural resources. As we all know, it is the collective improvements made by the masses, which will provide the results we need to reach true sustainability.

The program includes the distribution of promotional and resource materials, which provide information on the 3Rs emphasizing waste reduction. Information and resources are made available through a dynamic and user-friendly website, which provides participants with:

- “Facts and stats” of waste and waste-related issues;
- “Hands on tools” encouraging action; and
- User friendly web tools such as on-line registration to support participation

Learn some new ideas and share what you are doing in your province. Register at the WRW in Canada website at www.wrwcanda.com.

-30-

For more information please contact:

Stephanie Nadalin, Optimum Public Relations, 416-306-6561, stephanie.nadalin@cossette.com

Province/Territory	Provincial Organization	Contact	Number
BC	Recycling Council of British Columbia	Brock McDonald	604-683-6009 x 307
AB	Recycling Council of Alberta	Anne Ruzicka	403-609-2223
SK	Saskatchewan Waste Reduction Council	Joanne Fedyk	306-931-3242
MB	Recycling Council of Manitoba	Randall McQuaker	204-925-3777
ON	Recycling Council of Ontario	Jo St. Godard	416-657-2797 x 3
QC	Action Re-Butts	Simon Pillarellis	514-874-0202 x 3437
NB	New Brunswick Solid Waste Association	Don Shea	877-777-4218
NS	Clean Nova Scotia	Kari Riddell	902 420 7927
PEI	Island Waste Management	Merie Surkan	902-894-0330

www.wrwcanda.com

Champion Sponsors



RCBC



Recycling Council of Alberta



Southwestern Waste Reduction Council



Recycling Council of Ontario



NL	Multi-Materials Stewardship Board	Catherine Parsons	709-753-0993
NWT	ecology North	Doug Ritchie	867-873-6019
YK	Raven Recycling Society	Danny Lewis	867-667-7269

www.wrwcanda.com

Champion Sponsors

