



**NEWS RELEASE – October 24, 2005**  
**For Immediate Release**

**RRFB NOVA SCOTIA LAUNCHES THE *NOVA SCOTIA RECYCLES CONTEST!***

Truro, Nova Scotia –RRFB Nova Scotia has launched the 6<sup>th</sup> annual *Nova Scotia Recycles Contest* for students in grades primary to twelve. There is more than \$28,000 in cash and prizes available to winning students and their schools. Prizes range from recycled promotional items to \$1,000 scholarships for seven grade twelve students. In addition, schools of the winning students will receive \$500.

Contests vary for the different grade levels but all have the same common element – they challenge students to think about the 3R's (reduce, reuse, recycle) and composting. Depending on their grade, students are invited to design advertisements using old magazines, create a waste reduction-themed book cover, write an essay on "how to motivate youth to recycle and compost more", and more.

In addition, students in grades ten and eleven will be challenged to create a TV commercial. Last year, the winning commercial from Richmond Academy students aired on ATV for several weeks.

"The success of the *Nova Scotia Recycles Contest* demonstrates the enthusiasm that youth have for reducing waste and protecting the environment", says Bill Ring, Interim Chief Operating Officer of RRFB Nova Scotia. "The efforts of the teachers and the thousands of students who participate in this contest each year are inspiring."

One winner and one runner-up in each of the contest categories will be selected from each of Nova Scotia's seven solid waste-resource management regions. Winning students will be invited to attend regional awards celebrations in February 2006.

Contest details are available on RRFB Nova Scotia's website at [www.rafb.com](http://www.rafb.com) or by calling the toll-free Recycling Helpline at 1-877-313-RRFB (7732). Entries must be post-marked by December 5<sup>th</sup>, 2005.

Nova Scotians should be proud of their environmental achievements in waste-resource management. Since 1996, more than 1.7 billion beverage containers, 6.1 million tires, and 600,000 litres of paint have been recycled. Nova Scotia's waste reduction accomplishments are also attracting international attention as more and more countries look to Nova Scotia for advice on how to reduce waste.

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