



NEWS RELEASE – October 15, 2007
For Immediate Release

Think Green @ Work

Truro, Nova Scotia – How 'green' is your business? Waste Reduction Week (October 15th to 21st) is a great time to assess how well your business is doing at reducing waste and helping the environment. Does your photocopier print double-sided? Are you recycling all of your office paper and composting your organics?

Throughout Waste Reduction Week, RRFB Nova Scotia's network of educators will be working directly with businesses to help improve their recycling and composting programs. Many educators will be offering Lunch & Learns –visiting businesses over the lunch hour to explain the benefits of recycling to staff. These events are informative, fun, and free, and can be arranged any time of year.

In addition to the many business initiatives taking place, RRFB Nova Scotia is running an ENVIRO-DEPOT™ Contest where Depot customers have a chance to win environmentally friendly prizes or the grand prize of a weekend getaway to White Point Beach Lodge. RRFB Nova Scotia has also launched its 8th annual Nova Scotia Recycles School Contest. This contest is open to students in grades primary to twelve and offers over \$55,000 in cash, prizes and scholarships.

Many municipalities are also planning community activities to celebrate Waste Reduction Week, including community swaps, radio contests, and more. To find out what's happening in your area, contact your local municipality.

For more information, contact RRFB Nova Scotia at 1-877-313-RRFB (7732) or visit www.rafb.com.

Contact:
Alanna McPhee, Education Officer
RRFB Nova Scotia
Phone: (902) 897-3252
Cell: (902) 890-7321