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For Immediate Release

Waste Management and Freecycle™ Recognize Canadian Communities for Reuse and Recycling Efforts

Eight Communities honoured during Waste Reduction Week

Toronto, Ontario – Thousands of Canadians from coast-to-coast answered the call recently to boost their efforts to reuse and recycle household goods leading up to Waste Reduction Week, which began Monday, October 17 and runs through to October 23. For their efforts, Waste Management Canada today recognized eight communities with top honours in the inaugural *Freecycle Challenge*. The winners included: Cowichan Lake, B.C.; Sherwood Park, Alberta; Saskatoon, Saskatchewan; Winnipeg, Manitoba; Midland, Ontario; Rawdon, Québec; Bathurst, New Brunswick, and Hants County, Nova Scotia.

Reflecting the adage that one person's trash is another's treasure, Freecycle™ is a grassroots movement, facilitated over the Internet, where members give away and receive items for free in their own communities. The goal is to reduce waste and save items from needlessly going to landfills.

Waste Management and Freecycle™ launched the Great Freecycle Challenge in September, encouraging members to increase the level of goods being exchanged in each community. Participating communities registered the number of transactions posted for the week of September 5-11, then again during the week of October 3-9, with the communities gaining the highest percentage increases being awarded as winners.

"The response from members right across Canada has been outstanding," said Deron Beal, founder and executive director of the Freecycle™ Network. "Clearly waste reduction is an important issue to everyone and Freecycle™ is a fun, easy way for individuals and communities to make a difference."

“As a national sponsor of Waste Reduction Week and the first corporate partner of Freecycle™ we congratulate all the participating communities for their efforts to increase their use of the Freecycle™ Network,” said Wes Muir of Waste Management Canada. “It is a practical way for people who have things to give away to connect with people who need specific items, reducing waste and encouraging reuse at the same time.”

There are 252 Freecycle™ communities across Canada. Items exchanged range from appliances and baby goods to furniture to sports and leisure equipment, and can be offered to individual members or even local charitable groups. The only rule is that all items posted be free, legal and appropriate for any age group. Freecycle.org is listed as one of PC Magazine’s “100 Top Websites You Didn’t Know You Can’t Live Without”

A local volunteer moderator runs each Freecycle group and membership in the Freecycle™ Network is free. For more information on Freecycle™ in communities across Canada, go to www.freecycle.org.

For more information on Waste Reduction Week in Canada, activities in your community or more ways to help you reduce waste and help the environment, please visit www.wrwcanada.com or www.wm.com

As Canada’s leading provider of comprehensive waste management services, Waste Management offers advanced residential, commercial and industrial collection, recycling and disposal services throughout the country. Waste Management of Canada employs over 3,000 people at 116 locations in 8 provinces, servicing 4.5 million residential customers and 170,000 industrial and commercial customers. We own and/or operate 20 recycling recovery facilities and 18 landfills.

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