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For Immediate Release

New yard waste education campaign a success

NEWMARKET – A marked increase in demand for kraft paper bags and re-usable yard waste container stickers indicates that a York Region campaign launched last month promoting kraft paper bag usage for yard waste has prompted residents to successfully make the switch away from plastic bags.

This spring, the Region banned the use of plastic bags for the collection of yard waste, in favour of re-usable containers or environmentally-friendly kraft paper bags.

“We are really encouraged by the number of residents who have made the switch away from plastic bags,” said York Regional Chair and CEO Bill Fisch. “In April, we sent packages to every household across the Region, advising people of the change. From the looks of our paper bag-lined streets and from the number of phone requests we have received for more container labels, residents are definitely getting the message.”



Mike Birett of York Region's Solid Waste Management branch presents Newmarket resident Myrtle O'Meara with a yard waste information package, including coupons for kraft paper bags. **Photo available on request.**

The switch to kraft bags will save the Region approximately \$200,000 in reduced processing costs. Paper bags degrade naturally and can be processed with yard waste, unlike plastic which must be shipped to landfills.

Local merchants have increased their stock of the bags to accommodate the additional demand.

“Judging by the increased demand for kraft paper bags that Home Hardware dealers in York Region have seen, the people of this community have really embraced the challenge to tackle yard waste in a more environmentally responsible way,” said Jane Wall, Product Manager for Home Hardware Stores Limited. “Our dealers and staff are proud to be a small part of the solution to reducing unnecessary waste to landfills.”

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The yard waste package sent by the Region to residents in April included:

- a 10 per cent discount card off the regular price of kraft paper yard waste bags at selected stores across York Region
- information on the use of kraft paper bags, backyard composting, grasscycling and leaf mulching
- a yard waste label for those who wish to use reusable containers instead of kraft bags

Residents who did not receive this information can contact York Region at 1-888-953-5330 to receive their package.

Further information on yard waste disposal or recycling, is available via a link on the main page of York Region's Web site, and at various environmental events taking place this spring.

For more information on The Regional Municipality of York, the services we offer and links to our nine area municipalities, please visit our Web site at: www.york.ca

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