



Transportation and Works
Solid Waste Management

MEMORANDUM

TO: Regional Councillor M. Ferri, Committee Chair and Members of the Solid Waste Management Committee

FROM: Andrew Campbell, P.Eng., Director of Solid Waste Management

DATE: February 27, 2007

RE: **AMRC Promotion & Education Awards**

The purpose of this memorandum is to inform Committee and Council about the Solid Waste Management Branch's most recent award for its promotion and education efforts.

The Association of Municipal Recycling Coordinators (AMRC) is an incorporated not-for-profit organization formed in 1987 by municipal waste management professionals to facilitate the sharing of municipal waste management experience.

The AMRC's annual Promotion and Education Awards held on February 14, 2007 recognizes outstanding achievements in municipal promotion and education programs within Ontario. This year, the AMRC received an unprecedented number of entries with 63 entries across seven categories from municipalities across Ontario.

York Region received the 2006 Best Campaign award for the promotion of its Household Hazardous Waste program. The Best Campaign is judged on creativity, cohesiveness, range of media used, effectiveness and overall aesthetic appeal. This is the second year in a row that the Waste Management Branch has won this award and the eighth award received by the Branch in the past two years. The "Think Inside the Box" recycling campaign won Best Campaign in 2005.

LG/

Copy to: Bruce Macgregor, Commissioner of Transportation and Works

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