Media Advisory

Your Garbage Day is About to Get a lot Greener…
Kitchen Scraps and Garbage Consultation Kicks-off

Date: Tuesday, November 22, 2011
For Immediate Release

VICTORIA, BC — Consultation kicks off on which of three kitchen scraps and garbage collection models Victoria households prefer, with two open houses and a mail-in survey.

Input from Victoria households is sought on three models, each varying based on cost, frequency of collection, location of tote (backyard/curbside) and greenhouse gas emissions. The new kitchen scraps and garbage collection program will include new trucks, a mechanically lifted tote system and each household will receive new standardized totes.

Surveys will be mailed out next week and are due back to the City by Thursday, December 15. The City of Victoria will implement the collection option that is most preferred by the community, starting in January 2013.

MEDIA OPPORTUNITY:

What: Kitchen Scraps and Garbage Collection Kick-off Media Event
When: Wednesday, November 23, 2011
      • 11 a.m. Introduction of new Kitchen Scraps and Garbage Program
      • 11:15 - 11:20 a.m. Photo opportunity
Where: The garbage transfer station at Public Works, 417 Garbally Road
       On-street parking on Garbally Road

In 2013, the Kitchen Scrap and Garbage program will reduce the amount of material going to the landfill in Victoria by 30 per cent, diverting as much as 1,500 tonnes of organics from the Hartland Landfill each year.

VISUALS:

• Garbage trucks will be dumping garbage
• A large pile of garbage bags (16 showing kitchen scraps and 36 showing garbage) representing annual waste from each Victoria household
• New green bins, grey bins and kitchen catchers

To watch a video about the new kitchen scraps and garbage collection program and for more information visit: www.victoria.ca/greenbin

For More Information:

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