

## NEWS RELEASE

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### City to Launch Recycling Campaign With Public's Help

#### Summary

The City of Nanaimo is asking for the public's help in developing a new recycling awareness campaign. Residents are encouraged to share the reason why they choose to recycle over using the garbage can. The "Nanaimo Recycles" campaign will incorporate responses from residents into a number of public awareness pieces.

To participate residents can Tweet or Facebook their response using #NanaimoRecycles. Alternatively, residents can contact Public Works with their reasons for recycling at 250-758-5222 or [Public.WorksInfo@nanaimo.ca](mailto:Public.WorksInfo@nanaimo.ca).

*Strategic Link:* The Nanaimo Recycles campaign supports the City's ongoing commitment to sustainability; through increased recycling we take more responsibility for the protection of our environment.

#### Key Points

- The City of Nanaimo is asking for the public's input on the reasons they recycle and will incorporate some of those responses into a public awareness campaign.
- Residents can Tweet or Facebook their reason for recycling using #NanaimoRecycles.
- Residents can contact Public Works with their reasons for recycling at 250-758-5222 or [Public.WorksInfo@nanaimo.ca](mailto:Public.WorksInfo@nanaimo.ca).

#### Quotes

"The idea behind this campaign is to get more residents in Nanaimo recycling more stuff. I hope that reasons to recycle provided by residents for residents will spark debate and boost recycling in the Harbour City. Its also quite a lot of fun; there are no wrong answers here, everyone has their own reason why they recycle and I'm dying to know what they are!"

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