

NEWS RELEASE

Distributed August 17, 2017

Sort Toss Roll - building awareness with Lego

City of Nanaimo and MILUG Lego Builders promote the automated garbage program

Summary

Sort Toss Roll is coming, and to help promote the new automated garbage, recycling and organics collection program, the City of Nanaimo has teamed up with the Mid Island Lego Users Group (MILUG). MILUG has created a city scene in Lego and lined the streets with miniature models of the new carts and two automated garbage trucks.

From a backyard tree fort, to a model of a Tesla charging in a driveway, to a skunk wandering a sidewalk, the display is loaded with fun Lego elements meant to captivate an audience of all ages. It all works together to bring attention to Sort Toss Roll, and there is plenty of information at the display to inform people about the program.

MILUG's Lego scene is setup as a part of the Sort Toss Roll display at the Nanaimo Aquatic Centre until September 5, 2017. When NAC closes for annual maintenance, the display will move to another City of Nanaimo facility. Updates will be posted to the City's facebook page (@CityofNanaimo).

Strategic Link: Taking responsibility to be an excellent municipal government through creating opportunities to educate residents on new services and programs.

Key Points

- Automated collection is a change in the way recycling, organics and garbage will be collected in Nanaimo. Informing the public about the change is an important part of the rollout.
- MILUG is a group of adults passionate about Lego. Partnering with the City to create a display spreads the word about their passion via a creative project promoting the Sort Toss Roll program.

Quotes

"The MILUG team have done a great job of bringing this project to life. I'm really excited to promote this project in a way that is interesting across the generations. The Lego display has introduced the Sort Toss Roll project to families in a fun and unexpected way. "

Charlotte Davis
Manager of Sanitation, Recycling & Public Works Administration
City of Nanaimo

"Teaming up with the City provides an excellent way to be involved in the community. Lego is a great medium to share ideas with the public as people tend to be drawn to Lego."

Krista Simpson
MILUG Co-founder
Mid Island Lego Users Group

Quick Facts

- Sort Toss Roll is coming to Nanaimo in two phases. Central Nanaimo will receive their new carts in the fall of 2017, and the rest of Nanaimo will see theirs arrive in the summer of 2018.
- The Sort Toss Roll Lego display will be at the Nanaimo Aquatic Centre until September 5. It will move to another city facility when the NAC closes for its annual maintenance.

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