



JOINT NEWS RELEASE

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Join the #RecycleRight challenge this spring!

Help reduce blue cart contamination

This spring, the City of Nanaimo and Leadership Vancouver Island are partnering on a social media campaign to encourage Nanaimo residents to #RecycleRight. Across BC, many communities are facing high contamination rates in their curbside recycling carts, and Nanaimo is no exception. The City is upping its efforts to bring these rates down and we need your help!

The #RecycleRight campaign is a call to action, and over the next two weeks we invite you to help raise awareness for a chance to win some great prizes. To enter:

- Share your photos and/or videos showing how you (and your family) #RecycleRight!
- Tag the City of Nanaimo on Facebook and/or Instagram and use the hashtags #RecycleRight and #NanaimoRecycles
- Download the Nanaimo Recycles app and try out the handy "What Goes Where" tool

Learn more about what belongs (and doesn't belong) in your blue cart by visiting <https://www.nanaimo.ca/goto/NanaimoRecycles>.

Key Points

- Recycle BC has directed the City of Nanaimo to reduce contamination in curbside recycling.
- The #RecycleRight campaign will target some of the top offending materials that often show up in the blue carts but don't belong. When #NanaimoRecycles, let's make sure it's done right!
- Reducing contamination rates in curbside recycling is important because contamination can lead to increased service fees and recycling ending up in the landfill.

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View the online edition for more information - <https://cnan.ca/40Hbpay>