



For immediate release

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Make a Local “Eco Pledge” this Valentine’s Day

The Comox Strathcona waste management (CSWM) service and the Comox Valley Conservation Strategy (CVCS) are calling on people to show their love for the earth this Valentine’s Day by signing an online pledge for waste reduction.

CSWM and CVCS have each launched websites to get people to show their commitment to the environment through an online pledge. The pledges work in unison: the CSWM’s “Solution to Zero Waste” pledge focuses on the five Rs of waste reduction – rethink, refuse, reduce, reuse and recycle -- and the “Count me In” pledge is a CVCS initiative that supports a more sustainable community through further reducing our ecological footprint in areas such as energy and water.

“The goal of both organizations is to increase awareness through a public commitment and for us to monitor how people and businesses support waste prevention behaviours,” said Koreen Gurak manager of communications for the Comox Valley Regional District. “The value of these pledges is to trigger or to increase the likelihood that people will follow through with some small behavioral changes that can make a huge difference.”

“By taking the pledges you can replace a sense of powerlessness with a sense of action and hope,” said Kerry Dawson, education coordinator for the Comox Valley Conservation Strategy. “Join a community of people who care and want to become a part of the solution for a better future.”

This Valentine’s Day go online to www.cswm.ca/zerowaste and take the “Solution to Zero Waste” pledge and to www.cvconservationstrategy.org/pledges to take the “Count me in” pledge.

The Comox Strathcona Waste Management (CSWM) service is a function of the Comox Valley Regional District (CVRD) and is responsible for two regional waste management centres that serve the Comox Valley and Campbell River, as well as a range of transfer stations and smaller waste-handling and recycling facilities for the electoral areas of the CVRD and the Strathcona Regional District. The CSWM service manages over 100,000 tonnes of waste and recycled material and oversees a number of diversion and education programs.

The Comox Valley Conservation strategy (CVCS) is a regional conservation plan that aims to identify and map, protect and restore the critical ecological areas of the Comox Valley.

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