

Newmarket, ON, October 16, 2007 –This is Waste Reduction Week and Newmarket residents should be proud of their unwavering commitment to waste diversion initiatives. York Region's recent waste diversion survey found that Newmarket is once again the waste diversion leader in York Region and among the top municipalities in Canada.

"I can't thank Newmarket residents enough for their continued efforts to divert waste from landfill and I encourage everyone to continue to look for ways to do more" says Mayor Tony Van Bynen. "This demonstrates the commitment of our Council, staff and residents to protect our environment and ensure that Newmarket remains a vibrant, healthy and beautiful community for future generations to enjoy."

In September, Newmarket launched the green bin program in partnership with Aurora, East Gwillimbury, Georgina, King and Whitchurch-Stouffville. The Region's evaluation of the first two weeks of the program found that Newmarket's diversion rate of 78 per cent (curbside collection only) is not only the top in York Region but is potentially the highest rate in Canada.

This means that in the initial stages of the program, Newmarket is far exceeding York Region's waste diversion target of 65 per cent. The majority of Newmarket's waste is not being sent to landfill, instead, it is being recycled or converted into rich compost for farming and landscaping.

Newmarket has a longstanding commitment to achieving exemplary diversion rates and has received the Bronze Municipal Achievement Award from the Recycling Council of Ontario six times since 1999.

In honour of Waste Reduction Week from **October 15 – 21**, the Town is offering blue boxes, green bins, kitchen catchers and composters at a reduced rate:

Blue boxes - **\$4**

Green bins - **\$15**

Kitchen catchers - **\$3**

Composters - **\$25** (Limited to one per household and only available at the Operations Centre)

These items can be purchased at the Town of Newmarket Municipal Offices (395 Mulock Drive) and at the Operations Centre on 623 Timothy Street. There will be a limit of two containers per household while quantities last.

Newmarket's commitment to waste diversion is consistent with the Town's dedication to being a leader in environmental sustainability. For more information on Newmarket's waste diversion and environmental initiatives visit www.newmarket.ca.

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