

*Metroland - Letter to Editor*

## **More info needed on recycling**

Fri May 09, 2008

To the editor:

Re: Region blue over program's lack of success, May 2.

If the Region and LCBO want residents to return plastic, glass and Tetra Pak empties to the Beer Store then I strongly suggest they need to implement a comprehensive marketing campaign that is ongoing until residents are fully aware and are encouraged to positively comply with this more than one-year-old way of recycling.

The same goes for any other recycling programs, such as, what to do with old paint, batteries and barbecue propane tanks.

Educate us and sell us on the ideas by utilizing user-friendly direct marketing materials dropped off in our mailbox printed on recycled paper. Have posters in the LCBO and Beer stores and posters about other recycling tips in common public areas like libraries, the Oshawa Centre, community centres and educating children in schools, to name a few.

I'm tired of having to guess what to do in this age of recycling. If there's a great recycling program out there it should be shared by using more effective means of communications in a marketing campaign.

I'm into recycling and even I don't have a 100 per cent solid awareness of everything I should be doing to divert recyclable or dangerous materials from going into the wrong bin or bag. Tell me what to do, don't make me guess or make me go looking for the information. Do your job and then I'll happily do mine.

Colleen Knight

Oshawa