



*****MEDIA RELEASE*****
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WINNIFRED STEWART ASSOCIATION CELEBRATES A RECORD YEAR IN RECYCLING

Edmonton, AB—Non-profit organizations can learn an important lesson from the Winnifred Stewart Association (WSA) and perhaps get inspiration when seeking creative ways to achieve goals, meet client needs, and be environmentally friendly, all while running a successful niche service. When Winnifred Stewart Association first started its Recycling Enterprises program a year ago, 75 collection bins were placed in its first Edmonton neighbourhood. Today, the beverage container-recycling program operates in nearly 100 neighbourhoods, has a customer base of 3,000 residential participants (which WSA expects to double by next year), looks after 200 business and government agency participants, and keeps countless beverage containers (a total of 1.2 million since it first began) from entering garbage landfills.

“We’re proud to help WSA’s recycling program celebrate its first anniversary,” declares local residents Bea and Dan Meyer. “It always feels good when you can contribute to the community, and this program has made it so easy to do so. We know the revenues support so many important special projects, and besides, the other benefits are great too. What other program allows you to help the environment, avoid line-ups at the bottle depot, and teach children how to support their community in a non-cash way?”

WSA operates its beverage container-recycling program in partnership with the Community Champions Program, which is stewarded by the not-for-profit provincially incorporated Alberta Beverage Container Recycling Corporation. The program helps WSA meet its mandate of enhancing the quality of lives for persons with developmental disabilities. Rodney, one of WSA’s employees who has a developmental disability comments, “This job keeps me busy and lets me see the city.” A number of other individuals are involved in the pick-ups from businesses and government agencies, as well as bin assembly.

Edmontonians can easily subscribe to this free service and enjoy the long-term benefits of a recycling program, which does not cost them any time, money, or inconvenience. Once Edmontonians phone in to register for the service, they receive a free collection bin with liner or a recycle bag and holder. On designated collection days, the containers are picked up and a new liner is provided. Each full container is valued at \$10 worth of recycled product. WSA even provide users with an annual charitable tax receipt for their cumulative collection. “Edmontonians are realizing how easy it is to use our recycling program. It’s really as simple as taking out the garbage. They leave their full bags on their own doorstep and we take care of the rest,” states WSA Recycling Enterprises Manager, Vicky Andress. “As part of our service, we give people a courtesy call the night before to remind them about collection day.” Residences or businesses are eligible to participate in this program, which helps raise money for WSA’s special projects, such as its assisted living homes, and the purchase of specialized equipment.

WSA’s Recycling Enterprises program aims to increase its beverage container collection five-fold (approximately 5 million containers, based on five-cent containers) within the next year and has helped inspire many Edmontonians to join the recycling movement. This June marks the one-year anniversary of the program and its success as the only residential beverage recycling pick-up service of its kind in Edmonton. For more information on WSA or its inspiring Recycling Enterprises program, visit the website at www.recycleenterprises.com.

Background on Winnifred Stewart Association:

The Winnifred Stewart Association (WSA) has been enhancing the quality of lives for people with developmental disabilities since 1953. Today, the WSA is an innovator in working with aging adults with developmental disabilities. Over the course of their adult life, clients and their families benefit from WSA's customized programs designed to meet the diverse and changing needs of people with developmental disabilities. The Winnifred Stewart Association's core programs include:

- Residential services
- Access and participation in recreational and leisure programs
- Competitive and supported employment

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