

# Soft drink manufacturers pour cash into recycling

## Region looks for more blue box benefactors

By **ROB KELLY**  
*The Champion*

The good news for Halton public works director Art Leitch Wednesday was that he's getting some private industry money to support recycling. The bad news was that, relatively, it's not very much.

Mr. Leitch told Halton Region's planning and public works committee that Ontario's soft drink manufacturers have agreed to ante up some cash — probably about \$50,000 for Halton — to help cover the costs of blue box recycling programs for soft drink containers.

But pop bottles and cans only represent about 5 per cent of the recyclable material Halton collects, and Mr. Leitch wants to go after some other business big game in his quest to counter ever-escalating regional waste control expenditures. His next target is Bell Canada.

The phone company just distributed its 1992 phone books, so the 1991 tomes are all showing up in the blue

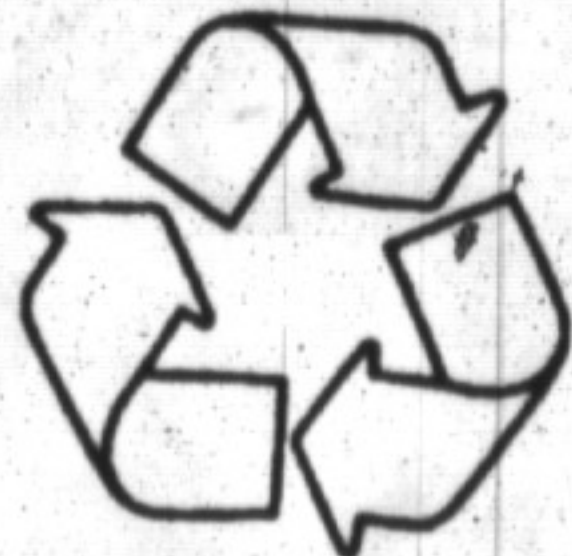
box regional recycling bins homeowners dutifully put by the curb each week.

"Bell Canada is getting a free ride," Mr. Leitch admonished Wednesday. "We will be approaching Bell and asking them to pick up their costs." If the phone company balks, Mr. Leitch said he'll ask regional councillors to rule that Halton "will no longer collect telephone books."

Mr. Leitch said getting the soft drink industry to plug some extra money into the blue box program is only the beginning. "It's a very significant first step." He asked for, and got, committee approval to lobby the provincial Ministry of the Environment with a view toward getting other businesses on board.

There's a glut of recyclable materials on the market at present, with aluminum being the only real exception. Revenues for most of the items Halton collects have consequently dwindled.

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# What's New?

at Milton Mall

## BEAT THE WINTER BLAHS

UPCOMING EVENTS

**UPCOMING EVENTS**  
FEBRUARY & MARCH

Feb. 29th

**SPORTS GROUPS REGISTRATION**

Mar. 11th - 14th

**DOLL SHOW**

Mar. 16th - 20th

**MARCH BREAK**

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CONGRATULATIONS TO THE WINNERS OF OUR SHOP & WIN CONTEST

1st Prize — S. Ransom of Puslinch  
2nd Prize — Suzanne Greaves of Milton

## GOLF OR SNOOKER?



### THE T-STOP

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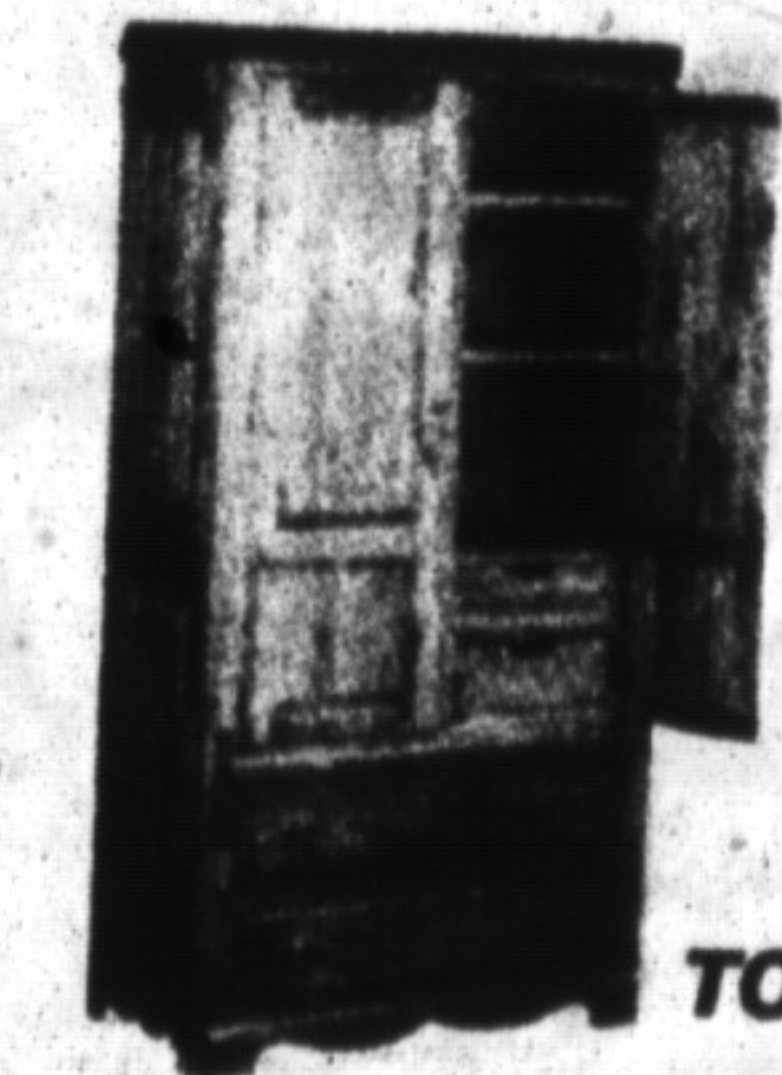
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