

# Jeniqua thanks you for helping to reduce our waste by almost 25%



Thanks to you, Jeniqua will inherit a better environment.

You see, all of us working together have managed to greatly reduce the amount of waste going to landfill by almost 25%. That's waste our children will not have to inherit.

How did we do it? By practising the 3 R's: Reduce, Reuse, Recycle. Like using our Blue Boxes faithfully. Composting in over 600,000 of our backyards. Cutting back on buying unnecessary packaging.

Even small things like using a refillable mug instead of throwaway cups make a difference. And that's just at home.

At work, 7 out of 10 Ontario companies now have a waste reduction program.

Hundreds of new products are being created out of used paper, plastics, glass, rubber... we could go on.

So congratulations, everyone. Ontario's Waste Reduction Action Plan is working.

But we still have a long way to go if we are to reach the province's target of reducing waste by 50% by the year 2000.

Together we can do it. Right, Jeniqua? For your own personal Waste

Reduction Diary, a seven day guide to reducing your waste, please call the Ontario Ministry of the Environment Toll Free 1-800-365-4660.



## ONTARIO'S WASTE REDUCTION ACTION PLAN

Thanks to you, it's working.

