



A project of the Eden Mills Millpond Conservation Association Inc.

## Media Release

### Rockwood Centennial Public School Launches School-Wide Waste Reduction Programme

**October 4, 2007**

ROCKWOOD, ONTARIO: Rockwood Centennial School will launch a school-wide waste reduction programme and environmental club for students on Monday October 15, 2007 at 1:45 pm.

The new programme will kick-off with a surprise school-wide assembly when all classes will be notified of a “garbage alarm”, similar to a fire alarm, and instructed to bring the days’ waste with them as they hurry to assemble on the back field. The entire waste generated by the school in a single day will be displayed, while students and staff learn about the importance of waste reduction. Classes will be challenged to compete for the coveted ‘golden garbage pail’ award and students who want to ‘do even more’ will be invited to join the environmental club that will get started the next day.

This initiative was the brainchild of two mothers concerned about the environment who wanted to help kids take actions that would allow them to feel more empowered in the face of climate change. Since then, many more parents have joined their ranks to help organize and run this important environmental project.

Janet Johnson, committee chairperson and mother of 4 says “As you can see, the garbage created by just the simple act of packing a lunch, when multiplied by hundreds of students is enormous. Likewise, lots of us making this simple change will have an equally big impact.”

Libby Little, mother of 2 young boys and co-organizer of the initiative, says, “For me it started when my son came home from school last spring, certain that the world would end in 10 years based on what he had heard on the playground about global warming. I wanted to find real actions that kids could take that would make a difference, and a school club seemed a great place to start.”

When teachers heard about the plan they were quick to join in, and Principal Leslie Newman couldn’t be more supportive. Newman says, “Leadership on environmental issues has to start somewhere, and I’m delighted to see that in this case it’s parents and students who are showing us the way forward.”

Likewise, the Township of Guelph-Eramosa’s Environmental Stewardship Committee thought it would make such a big impact that they donated \$1,000 towards getting the programme going and funding the club’s activities for the year.

According to Statistics Canada, Canadians produce over 970 kg of solid waste per person each year, 383kg of which comes from household garbage, the equivalent of 30 green garbage bags

[www.goingcarbonneutral.ca](http://www.goingcarbonneutral.ca)

per person. Solid waste is a major source of both methane gas and carbon dioxide, two of the gases that contribute to global warming.

Rockwood Centennial Public School has an enrolment of over 600 students and is part of the Upper Grand District School Board.

The event will take place on Monday, October 15, 2007 at 1:45 p.m. (or in the event of rain October 22nd at 1:45 pm) at Rockwood Centennial Public School, Pasmore Street, Rockwood.

For more information, please [contact us](#).