



**FOR IMMEDIATE RELEASE**

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**Recycle NB approves electronic waste management plan**

Fredericton –Starting this spring, New Brunswickers will be able to recycle their old electronic devices and equipment.

Recycle NB CEO Pat McCarthy said the Board of Recycle NB recently approved a management plan for electronic waste. The plan calls for a province-wide electronics recycling program to begin March 30, 2017. “Now that the plan is approved, we look forward to working with brand owners to make it easy to recycle unwanted electronic devices and equipment in New Brunswick. It is one more way to protect our environment for generations to come,” said McCarthy.

“Establishing this program is the right thing to do and I’m proud to be part of a government that is committed to protecting our environment by making industry responsible for its waste and removing harmful materials from our landfills,” said Environment and Local Government Minister, Serge Rousselle. “This program will also create employment for New Brunswickers and will ensure that the industry is responsible for managing their product from the moment it hits the retailers’ shelves to the end of its life.”

The new program is an extended producer responsibility (EPR) program, which means the electronics industry will manage the program. Industry brand owners chose the Electronic Products Recycling Association (EPRA) to operate the program in New Brunswick. The program will divert approximately 3,500 tonnes of electronic devices and equipment from the province’s landfills annually.

“We are pleased to bring this recycling program to the people of this province,” says Cliff Hacking, President and CEO of EPRA. “We know from our research that 90% of residents in the province have end-of-life electronics in their homes and we’re glad we’ll be able to offer them convenient EPRA drop-off locations to bring them to for safe recycling.” When the program begins on March 30, there will be recycling depots in communities throughout New Brunswick.

As the agency responsible for designated materials in New Brunswick, Recycle NB will oversee the electronics program. “We have great partnerships with the agents that operate the paint and oil and glycol recycling programs and we look forward to working and developing that same kind of relationship with EPRA. The programs make an important contribution to keeping New Brunswick clean and green.”

Information on Recycle NB and its programs is available online at [www.recyclenb.com](http://www.recyclenb.com)

Information on EPRA is available online at [www.epra.ca](http://www.epra.ca)

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