



PRESS RELEASE

County of Dufferin
55 Zina Street
Orangeville, ON L9W 1E5

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DUFFERIN WASTE WINS THREE AWARDS

Dufferin County, ON – Dufferin County Waste Services has been presented with three awards for their promotion and educational work done earlier this year. The Promotion and Education Awards were presented in late October at the Municipal Waste Association's Fall Workshop in Barrie.

The Winter 2013 Diversion Digest won Silver in the Print Tool category.

Dufferin was awarded with Gold in the Campaign category for our campaign to inform residents about new waste programs that began on June 1, 2013. Judges remarked on the wide variety of communications tools used, including public information tables, social media, roadside advertising and local transit, among others.

The Waste Services Guide won Gold in the Calendar category. Judges remarked on the pull-out centrefold sorting guide, which can be removed for quick reference, as well as the Take It Back Directory, which lists private businesses that accept a variety of material for reuse or recycling.

Congratulations to Waste Services, and to Alyssa Broadfoot (Waste Services Communications Coordinator), who developed and designed all of these promotional materials in-house.

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