

## PRESS RELEASE

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

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### DUFFERIN WINS 3 MUNICIPAL WASTE ASSOCIATION AWARDS

Dufferin County was recognized with three awards at the annual Municipal Waste Association (MWA) Spring Conference on May 11, 2016. The awards recognized excellence in municipal promotional and educational materials from 2015. Winning entries used creativity and ingenuity to increase both diversion and resident participation in various waste programs.

Dufferin took home three awards, including Gold for the ultra-removable Sorting Guide stickers that were distributed to all residents last fall, silver for the Blue Box 'Know it all' campaign that ran last summer, and for the third year in a row, Gold for the Waste Services Guide.

“The overall success of our waste diversion programs depend on residents’ ability to understand and participate properly,” Warden Laura Ryan commented, “Good promotion and education achieves just that in line with our goal of continuously being a provincial leader in waste diversion.”

Entries were divided among municipalities fewer than and more than 40,000 households. Categories included Calendar, Print Tool, Digital Tool, Other P&E Tool, and Campaign. Judging criteria had to best reflect the changing nature of promotion and education in the municipal waste field and was based on planning and implementation (30 points), effectiveness (20pts), originality and creativity (20pts), and quality of submission (5pts).



*Photo: Councillor Paul Mills, Chair of Public Works, Waste Services Communications Coordinator Alyssa Broadfoot and Warden Laura Ryan.*

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