



FOR IMMEDIATE RELEASE
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Receive then Recycle: How to Plan for Post-Holiday Waste

Richmond, B.C. – It's great to give and receive gifts over the holidays, but after all the presents are unwrapped, many Canadians are left with excessive waste.

According to Stats Canada, the annual waste generated in Canada from gift-wrapping and shopping bags equals about 545,000 tonnes. If every Canadian family reduced its weekly waste during the holidays by just one kilogram, we could eliminate 34,000 tonnes of garbage.¹

London Drugs, recipient of numerous corporate recycling awards for their waste diversion program, [What's the Green Deal?](#), shares five green tips to reduce or divert that holiday waste from going into landfills.

1. Recycle your packaging

Now people can actually recycle their packaging where they bought it. The London Drugs [Bring Back the Pack](#) recycling program provides an opportunity for all packaging from London Drugs products to be properly recycled. This answers the question of what to do with the Styrofoam surrounding your brand new TV or the cardboard and plastic wrap around your new kitchen toy. London Drugs has been actively recycling Styrofoam since 2008 and has diverted over 250,000 lbs of it from landfills.

2. Recycle your old electronics and small appliances

Bring in the old electronics and appliances that were replaced over the holidays for proper recycling. 'Tis the season to upgrade [electronics like TVs, computers and video players](#), as well as small appliances. London Drugs will accept toasters, microwaves, kettles, hair dryers, curling irons, televisions, alarm clocks and even cordless phones.

3. Rechargeable Batteries

Did you receive an electronic game or toy? Consider using rechargeable batteries to extend your play, reduce waste and save money in the long run. Popular sizes are all available with compact chargers and provide a great value for those toys designed to entertain your children, big and small, for hours on end. And remember, you can also bring in your old batteries for recycling to any London Drugs. Learn more about [Rechargeables vs Regular Batteries here](#).

4. Recycle your broken Christmas lights

A string of broken lights is not trash. It contains copper wire and other elements that are worth recycling. Old lights can be taken back to your local London Drugs store. Look for [energy-efficient LED lights](#) to replace them.

5. Donate your old cell phones and smartphones

Instead of discarding your old cell phones and smartphones; drop them off at London Drugs for proper recycling in a Call2Recycle collection box.

¹ http://www.rcbc.ca/files/u3/med_xmaswaste2007.pdf



By working with several key vendors throughout the year London Drugs continues to achieve a 90% plus waste reduction rate in all of its stores across Western Canada. For more information on recycling at London Drugs [visit the recycling section of our greendeal.ca website.](#)

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About London Drugs: Founded in 1945, B.C.-based London Drugs has 79 stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba including its online store www.londondrugs.com. London Drugs offers consumers a range of products from digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 7,000 people with pharmacy and health care services being the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring company and continues to position itself for future growth and development.

To arrange an interview or for filming of post-holiday recycling, please contact:

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