



CREATE MEMORIES, NOT GARBAGE

Instead of just buying gifts this holiday season, invest in creating memories too!

Gifts like child minding or dog walking, experiences like family baking or bungee jumping or lessons for singing or making pottery, are great ways to show how much you care.

“The gift of time can be the greatest gift of all, and spending time and sharing experiences with the people we love creates wonderful memories,” said Malcolm Brodie, Chair of Metro Vancouver’s Zero Waste Committee.

“Giving high-quality gifts that will last for years is another way for us to reduce the amount of garbage we create in our region at this giving time of year,” he added. “Gifts like tickets to a concert, lessons at a community centre, or a day on snowshoes with family or friends are a wonderful way to be a green angel and create memories, not garbage.”

This is the seventh year that Metro Vancouver has developed a waste-reduction campaign to run during December with advertising at public transit facilities, in social media, online and on TV.

Post-campaign surveys confirm that public awareness of the campaign has grown each year. In January 2013, 50 per cent of residents surveyed recalled the campaign, and of those who recalled it, 40 per cent said the advertisements influenced the types of gifts they bought at Christmas.

On December 10, the Create Memories, Not Garbage campaign will be featured at Metro Vancouver’s [Community Sustainability Breakfast](#) along with The Flame storytellers who will recount entertaining holiday memories, and information about Metro Vancouver’s [Food Isn’t Garbage campaign](#) in preparation for 2015 when food will be separated from regular garbage.

“Metro Vancouver is committed to achieving our ambitious waste-reduction goals of 70 per cent in 2015 and 80 per cent by 2020,” said Board Chair Greg Moore. “Our annual Create Memories, Not Garbage campaign is one of many ways the regional district, its [member municipalities](#) and partners are leading the way in generating less garbage and recycling as much as we possibly can.”

Many [Green Gift Ideas](#) are posted on Metro Vancouver's Create Memories, not Garbage webpages. There are also [electronic greeting cards](#), and videos like [Create Memories, not Garbage](#) and [Christmas at the Landfill](#).

Residents can share their green gift ideas and tips for creating memories using “#GreenAngel” on social media.

Note to news media:

The [Media Room](#) section of Metro Vancouver's website includes an archive of [media releases](#) and [video stories](#). When a video story is playing, use the icons on the top right corner of the video to get a link or embed a video. Television stations may be interested in high-resolution, broadcast-quality versions for potential use as b-roll. Contact Metro Vancouver Media Relations to request b-roll for downloading.

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Metro Vancouver is a partnership of 21 municipalities, one Electoral Area and one Treaty First Nation that collaboratively plans for and delivers services for the region. Core services are drinking water, wastewater treatment and solid waste management, and Metro Vancouver also regulates air quality, plans for urban growth, manages a regional parks system and provides affordable housing. The regional district is governed by a Board of Directors of elected officials from each local authority.