

## Post-Event Media Release

February 6, 2025

RE: Grow Green With Us In 2025!

On February 4, 2025, the Essex-Windsor Solid Waste Authority (EWSWA) turned over a new leaf- a *new*, green one at that! It celebrated the new year, as it brings a “New Focus”, a “New Look” and a “New Green Bin”! The EWSWA Vice Chair, Mr. Gary Kaschak, City of Windsor Councillor, shared that, “It is an exciting time at the EWSWA as they continue to expand their programming and focus so that we can all be more responsible in managing our solid waste or garbage.”

During this milestone event, legislative changes such as the transition of the Blue Box and other waste diversion programming from municipalities to producers of products in 2024 to the launch of a new residential Green Bin Program in Essex-Windsor this fall were drivers in EWSWA’s “New Focus”. It was highlighted that new Green Bin Program could have lasting effects on generations to come, as almost 50% of residential garbage set-out is food waste and organics (2022/23 Residential Curbside Waste Audit). So, if residents use the Green Bin Program as well as they use the Blue Box program, it will preserve the Region’s greatest asset, the only active landfill, the Essex-Windsor Regional Landfill. The EWSWA Board Chair, Mr. Gary McNamara, Town of Tecumseh Mayor, proclaimed that, “By extending the life of this landfill, it spares all of us taxpayers hundreds of millions of dollars, the multitude of issues with citing a new landfill in communities, as well as it is just the right thing to do for the region we live in!”

As a result of these legislative changes, the EWSWA shared its new refreshed “Look” or logo at this event and how it will be used to move the Region in a greener direction! Ms. Bishop, General Manager, EWSWA shared that “Today is the first campaign (in the Green Bin launch), where we invite you all to *Grow Green with Us* by rethinking your waste footprint and how we can all look to be a bit more accountable with our waste.”

The event closed emphasizing the importance of residents staying connected to the EWSWA. They can do this through social media, [www.ewswa.org](http://www.ewswa.org), or by downloading the FREE Recycle Coach App so that they are up-to-date on Green Bin Launch information including schedule

information on when Green Bin Kits (Green Bins, Kitchen Catchers, information, etc.) will be delivered to Phase 1 homes in 2025.



**Figure 1. (left to right)** Picture of EWSWA Vice Chair, Mr. Kaschak and EWSWA Chair, Mr. McNamara addressing the audience at the event.

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