

## **News Release**

April 21, 2010

### **Torontos Waste Wizard helps residents take the guesswork out of managing their garbage and recycling**

The City of Torontos Solid Waste Management Services division wants to encourage more Torontonians to take advantage of Waste Wizard - a website designed to help people better manage their waste materials.

Waste Wizard is a database that now lists more than 1,500 items and answers common questions such as: Which bin do I use? What do I do with oversize items? Is my item considered household hazardous waste? Should it be taken to a drop-off depot?

The various waste management options focus mainly on solutions for residents who receive curbside collection, but the basic sorting information also applies to residents who live in multi-residential buildings.

We are always looking for ways to enhance the Citys ability to provide quality customer service, and Waste Wizard is ideal because it removes the guessing and provides quick solutions, said Geoff Rathbone, General Manager, Solid Waste Management Services. The wrong item can contaminate the recycling stream, damage equipment and cause workplace injuries. If you dont recycle properly, we cant either.

The easy-to-use database at <http://www.toronto.ca/recycling> highlights City-provided recycling services and also promotes reuse, for example by encouraging residents to donate their unwanted items to charitable organizations.

Waste Wizard was first introduced last November. Web statistics indicate that the public is already making use of this interactive tool. The City expects that Waste Wizard will continue to grow as a resource as more residents discover and use it - any time of day or night - to help them become more effective with their waste reduction.

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.6 million people. It is the economic engine of Canada and one of the greenest and most creative cities in North America. Toronto has won numerous awards for quality, innovation and efficiency in delivering public services. Toronto's government is dedicated to prosperity, opportunity and liveability for all its residents. For information about non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.