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PRESS RELEASE

2015 Gatineau Beerfest: 50% reduction in the amount of waste sent to landfill!

*Thanks to several eco-friendly initiatives,
the Beerfest significantly lowered its environmental impact.*

Gatineau, July 7, 2015 – Enviro Éduc-Action and the Gatineau Beerfest steering committee, co-managers of the environmental aspects of the 2015 Gatineau Beerfest, are pleased to announce some very positive environmental results for this year’s festival.

The diversion rate for waste materials—that is, the volume of waste recycled or composted rather than sent to landfill—was more than double last year’s. This year, the Beerfest successfully diverted 67% of the waste materials generated during the three-day event (May 29–31), compared to 32% in 2014.

This positive environmental outcome was achieved thanks to several eco-responsible measures built into the event:

- Every festival attendee received a reusable drinking glass, reducing at source the volume of waste represented by disposable glasses.
- Several water stations were installed on the site, optimizing use of the reusable drinking glasses and reducing at source the sale and consumption of single-use bottled water.
- Food and beverage vendors were asked not to use containers made of plastic #6 (polystyrene), which is non-recyclable.
- Recycling and composting stations were installed on the site, and food vendors were encouraged to provide compostable food containers.
- Beerfest attendees were informed of the various eco-responsible features of the event.
- Thanks to a partnership with the not-for-profit organization Enviro Éduc-Action, the Beerfest team included an environment crew, who sorted all the recyclable and compostable waste generated during the event.

The Beerfest and Enviro Éduc-Action are extremely proud of the environmentally responsible profile of this year’s event. According to Beerfest co-founder Manuela Teixeira, “Everything we do to protect our environment directly affects the legacy we pass on to future generations. By working together, we can reduce our environmental footprint.”

The event partners would like to thank the City of Gatineau, which promotes the sustainable development of events held within its boundaries through several services that encourage festivals to improve their eco-responsible practices from year to year.

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Information:

Michael O'Farrell
General Manager
Gatineau Beerfest
613-222-5812
michael@festibiere.ca
www.festibiere.ca

Geneviève Carrier
General Manager
Enviro Éduc-Action
819-360-5349
gcarrier@enviroeducaction.org
www.enviroeducaction.org