

# BLACK 2 GREEN

Raising Environmental Awareness One Tire At A Time

A PUBLICATION OF ONTARIO TIRE STEWARDSHIP

## About

### Black 2 Green

We started Black 2 Green with the idea of making it easier for Ontarians to live a greener life.

After Ontario Tire Stewardship and the Used Tires Program launched in 2009, we spent time in communities across Ontario, educating people about tire life maintenance and sharing our interest in creating sustainable markets for the host of everyday products made from recycled rubber that provide value to consumers.

Too often what we heard was people were unaware of the positive impact recycled tire products can have and were frustrated about where to find information on tire collection events, how to get involved, and where to source tire-derived products.

Quarterly, we share our findings with our subscribers. We offer simple ideas and advice on things you can do to make your life a little greener along with news, events and innovations.

If all goes well, Black 2 Green will make your community more sustainable and liveable.



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[www.greenmytires.ca/newsletter.php](http://www.greenmytires.ca/newsletter.php)

### Living Well by Choosing Better:

## OTS and CAA announce a new eco-friendly event: 2011 RecycleDrive.

From September 26 – October 1, residents of south western Ontario can visit any participating CAA Care Car Centre or Approved Auto Repair Service facility to properly recycle their old batteries (automotive, household & marine), oil & tires for FREE!\*

During the event, the first 100 participants at each location will receive a free pack of yard waste bags! Not only that, CAA Members can enter to win:

- Set of 4 new winter tires
- 5 free oil changes
- Set of recycled rubber car mats

“This is the first year that OTS and CAA have partnered to offer Ontarians a convenient way to responsibly recycle their old tires. The fall is a perfect time to begin thinking about your winter tires and disposing of any that are worn.” said Andrew Horsman, Executive Director, Ontario Tire Stewardship. “These collection events are just one example of the great work being done year round by Ontario Tire Stewardship and CAA to benefit the environment. The Used Tires Program is also creating green jobs for Ontarians and

contributing to the development of new, more sustainable consumer products.”

The list of 15 participating locations can be found at [www.caasco.com/recycle](http://www.caasco.com/recycle).

CAA has always been focused on being a friend to the environment with initiatives such as their AutoGreen program, their eco-friendly products like CAA Green Power Batteries and even

their Eco-Driving Tips. CAA can help make sure batteries (automotive, household and marine), oil & oil filters and tires are properly recycled all year long\*.

Please pass news of the 2011 RecycleDrive on to your friends and let them know they won't just be helping to reduce

landfills by properly recycling their batteries, oil and tires – they'll be a friend to the environment too!

For a complete list of OTS registered collection locations that accept used tires throughout the year, visit [www.GreenMyTires.ca](http://www.GreenMyTires.ca).

\*A nominal fee applies to recycle oil and batteries outside of event dates.





## Caring for Our Communities:

### Recycling Milestone Reached

Ontario Tire Stewardship (OTS) recently celebrated the recycling of the 25th millionth scrap tire in the province of Ontario since the program's inception. This brings OTS even closer to their ultimate goal of recycling 100 per cent of all tires in Ontario.

Not only has OTS significantly reduced tire waste in communities across Ontario, it has also fostered positive change in the province's tire recycling industry, creating opportunities for new and existing Ontario-based businesses and giving Ontario's economy an overall boost. The first year of the program alone saw a \$23 million investment in the Ontario tire recycling industry.

Of the announcement, the Honourable John Wilkinson, Ontario's Minister of the Environment, said, "I want to congratulate Ontario Tire Stewardship on this significant milestone. I commend them for the environmental progress they have achieved through this successful program. Diverting tires from landfills not only helps the environment it also creates new jobs for Ontarians."

### A Community Challenge

Let's say you could get 100 friends, relatives, and neighbours involved in recycling their tires and each had four tires that they could recycle or 400 tires in total. Those 400 tires could produce about 2.8 tonnes of crumb rubber. That 2.8 tonnes of crushed rubber could make 800 recycled rubber patio tiles, 800 front car mats, or be used to pave almost 1/2 km of rubberized asphalt road.



Maybe its time to look in your backyard and recycle those old, worn tires that are stacked there. Then encourage a few friends to do the same.



The OTS Tire Life Check (TLC) team travels across Ontario to educate consumers about the 3 Rs of tires, namely how to prolong the life of your tires through proper care and maintenance to reduce the number that must be recycled, how to responsibly dispose of worn tires and how tires find new use in a host of recycled products made in Ontario .

You can find the TLC team at:

- Sept 16: Mississauga Farmer's Market
- Sept 17: Hamilton Recycling Day
- Sept 20: Meadowvale Auto Tire Discounter
- Oct 7: Earth Rangers Centre, Woodbridge



## Impact Ontario:

In May, OTS released its first full-year Annual Report since the program began September 2009. The report is part of OTS' commitment to transparency, and tells a story of considerable success surrounding tire diversion in Ontario.

### Diversion Rates:

- 96% for Light Truck Tires
- 115% for Medium Truck Tires
- 150% for Off-Road Tires



## Mommy Mavericks Are Paying It Forward with Recycled Tires

The Town of St. Mary's, Ontario recently opened an accessible playground and outdoor fitness area that will encourage children of all abilities to become physically active. Dubbed "The All Aboard Playground", a nickname that didn't only arise from its train motif (a nod towards the town's railroad heritage), but arises from the fact that anyone can climb aboard and play. The idea for the playground was championed by local resident, Lynn Hainer, whose unique life experience parenting a child with special needs drove her efforts.

The playground itself is fully accessible to children of all kinds. It features surface-level activities for kids with mobility challenges, a chart featuring the alphabet in sign language, a board featuring PECS (Picture Exchange Communication System) symbols for young people with communication difficulties, while the ground is covered with SOF Surfaces rubber tiles composed of recycled tires, resulting in a soft, bouncy, safe, and clean surface.

We think Lynn is pretty special as she is someone who has made a meaningful difference, not only in the life of her child, but her community as well.

