

MEDIA KIT



TABLE OF _____

CONTENTS

01

News Release

02

Fact Sheet

03

Copies of news
conference speeches

04

Photos and videos

Contact: Danielle Salchert
Public Relations Officer
DSalchert@rrc.ca
(204) 803-2971

To arrange an interview please
phone or email me explaining the
purpose for an interview and
provide two availability time slots.

**RRC POLYTECH ANNOUNCES THE NEW COMPOSTING PROGRAM WITH
HELP FROM THE FORKS WILL BEGIN EARLY NEXT YEAR**

Winnipeg, Manitoba – November 19, 2024 – Starting January 6, 2025 RRC Polytech will partner with The Forks to create a more sustainable campus. The highly anticipated composting program at Exchange District Campus means that students can now use compost bins to dispose of their waste.

The Forks will pick up the compost twice a week and use their BIOvator™ to break down the waste within a few weeks' time. Once the compost is broken down, RRC Polytech will use the organic matter to bring nutrients to flower beds surrounding the campus.

"We are excited to revitalize our campus," says RRC Polytech's Sustainability Specialist, Stephanie Fulford, "we want to be sustainability leaders, and composting is a great practice to help make our city greener."

RRC Polytech is listening to students who expressed in a recent survey that their biggest environmental priority is to reduce waste. Currently, Notre Dame Campus and Paterson Global Foods campus have composting programs.

Last year, the college was the first post-secondary in Manitoba to sign the SDG Accord. RRC Polytech is committed to doing their best to follow United Nations Sustainable Development Goals.

"RRC Polytech has continually worked towards proactively helping the environment, and The Forks is happy to give the institution a hand with their new sustainability initiative," says Corporate Communications Director at The Forks Larissa Peck.

At The Forks, 80 per cent of their trash is able to be composted. With over four million visitors coming to The Forks each year, the BIOvator™ has helped repurpose waste and keep it out of the landfill. The Forks is well on their way to meeting their Target Zero goal, and RRC Polytech anticipates the composting program will help their environmental efforts too.

RRC Polytech is Manitoba's premier polytechnic institution, offering diverse, career-focused education that prepares students for dynamic industries. With strong ties to industry and a commitment to sustainability and innovation, RRC Polytech leads the way in developing initiatives that have a meaningful impact on both the campus community and beyond.

*Fictional Announcement

-30-

Media contact:
Danielle Salchert
Public Relations Officer
dsalchert@rrc.ca
(204) 803-2971

The benefits of composting

Composting helps soil better retain water.

If you mix in 1 pound of compost into 100 pounds of regular soil, the soil will hold an extra 33 pounds of water – the weight of 3 bowling balls!



Composting reduces greenhouse gas emissions.

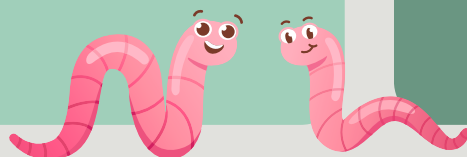


Compost helps your garden grow by releasing nutrients into soil.



Compost can reduce food waste by up to 60 per cent.

Composting is the cool thing to do.



It's easy to compost! You can compost:

- food scraps
- soiled paper, napkins and cardboard
- bones, fish and meat
- seed and nut shells
- and MORE!

Worth from Waste Speech – Stephanie Fulford

Thank you, Hannah.

It's been nearly one year since Red River College Polytechnic signed onto the Sustainable Development Goals Accord, a global pledge by post-secondary schools to support the United Nations' 17 Sustainable Development Goals. These goals focus on some of the world's biggest challenges, including quality education, gender equality, reducing waste, and taking climate action. By joining this effort, RRC Polytech has committed to making our campuses a more sustainable and responsible place to learn, teach, and work.

Today, we are proud to announce our partnership with The Forks to launch our new composting program at the Exchange District Campus. Starting January 6, 2025, compost bins will be set up alongside the usual garbage and recycling bins in The Roblin Centre. Students can toss in their food waste, including meat, bones, and solid dairy, and the lovely team at The Forks will handle the rest. Twice a week, they'll collect the compost and bring it to their composting centre, where it will be loaded into their BIOvator™ and transformed into rich, healthy soil. By spring, this nutrient-rich soil will be used in the flower beds and planters across the campus, helping our plants thrive and making the campus look fantastic.

This new composting program is in direct alignment with the sustainability priorities of our students. In our 2022 sustainability survey, students expressed a strong dedication to a greener future, with waste reduction and diversion programs as top priorities. By creating a composting program, we're providing an easy but effective way for our students to reduce waste and take action on climate change.

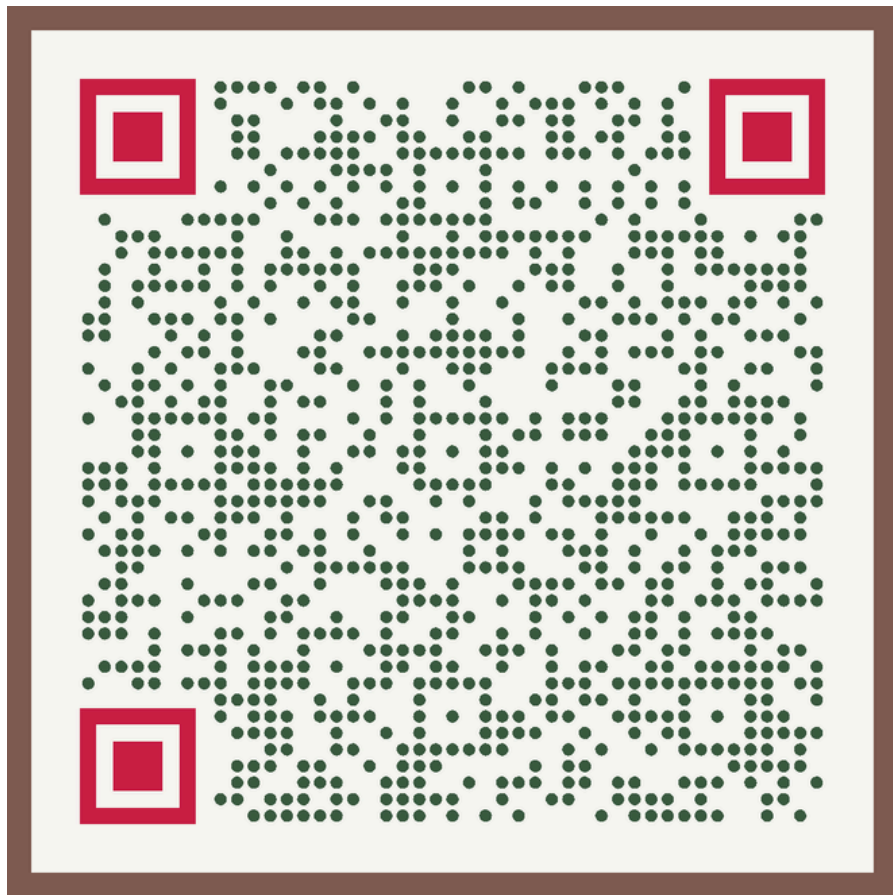
Composting is a real tangible step to reducing greenhouse emissions. When food waste ends up in landfills, it creates methane—a powerful greenhouse gas that contributes to climate change. As you can see here, composting significantly reduces the amount of waste we send to the landfill, which helps us cut down on methane emissions.

Plus, composting improves the soil's ability to retain water, which means less watering is needed. This saves water and lowers costs, making it a smart way to reuse resources and support the environment.

At RRC Polytech, sustainability is at the core of our operations. From the solar panels on the roof of this building to the environmentally responsible paper this speech is printed on, we focus on practices that help protect the environment. This partnership reflects our continued commitment to environmental protection and sustainability, and we're proud to lead the way. Now it's your turn. Composting is an easy way to make a huge difference on our campus and in our community. By working together, we can reduce waste, lower greenhouse gas emissions, and build a more sustainable campus—one compost bin at a time.

Fictional Announcement

Scan QR code for photos and videos:



*same photos and videos as the ones Danika and I
picked for the News Conference media kit