

FOR IMMEDIATE RELEASE

The BC Recyclepedia App Makes Recycling Simple

Vancouver, BC – February 27, 2012 – British Columbia’s recycling depots can now be found in the palm of your hand.

The Recycling Council of BC’s celebrated online resource, Recyclepedia, is now available on your iPhone or Android thanks to the work of dedicated volunteers at the Society Promoting Environmental Conservation (SPEC). A few quick taps on your smartphone will show the closest locations to recycle everything from electronics to flammables to truck tires, anywhere in BC. The free app provides users a list of the 10 nearest depots, based on the phone’s location, as well as directions.

SPEC’s iPhone developer Colin Smith, Android developer Cameron Gandevia and graphic designer Shawn LaPaix teamed up to make it all work. The project took over 100 volunteer hours and six months to complete. Its development forms a part of SPEC’s ongoing drive to support true Zero Waste in the province. With the average Canadian producing over 1000 kilograms of waste a year, waste diversion is a key tactic in reducing our impact on the earth.

The Recyclepedia App is available free at the iPhone store and Android Market.

Founded in 1969, The Society Promoting Environmental Conservation (SPEC) is a non-profit charitable organization that addresses environmental issues in British Columbia, with a particular focus on urban communities. Visit the website at www.spec.bc.ca for more information on SPEC’s Zero Waste programs and initiatives, and all of its environmental activities.

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