

## **MIND YOUR PLASTIC'S PLASTIC AWARENESS AND REDUCTION TOOLKIT (PART) FOR THE TOWN OF AJAX IS LIVE!**

**JUNE 29, 2023** — Mind Your Plastic is kicking off Plastic Free July with an exciting announcement. The Plastic Awareness and Reduction Toolkit and accompanying resources created with municipal partner, The Town of Ajax, is officially live on The Town of Ajax's website. Together, both partners are collaborating to reduce plastic waste generated at municipal events.

The [Town of Ajax](#) is in Durham Region located in the eastern part of the Greater Toronto Area, on the north shore of Lake Ontario. With a population of approximately 127,000, Ajax proudly hosts inclusive and innovative events throughout the year to celebrate the richness and diversity of their community.

However, public events are major generators of plastic waste. Community events that serve thousands of people typically lead to the disposal of millions of single-use plastic waste items, further exacerbating the plastic crisis.

Through this partnership, the creation of the toolkit will provide valuable resources for residents and businesses to use as a guide when selecting materials for events on municipal property. The toolkit will educate the community about the problematic plastics used in common decorating materials and provide more circular alternatives as options to avoid those plastics altogether.

*I am proud that Ajax continues to exemplify strong leadership and advocacy to fulfill our vision of becoming a more sustainable Town. The Town's partnership with Mind Your Plastic has created a variety of [useful resources](#) for the community, including the introduction of the new [Plastic Awareness and Reduction Toolkit](#). The toolkit has launched just in time for summer and [Plastic Free July](#), and I hope will be utilized as an important guide and education piece when planning for events this summer. Together we can help keep Ajax clean, green, sustainable and beautiful. – Mayor Shaun Collier, Town of Ajax*

Mind Your Plastic is a registered Canadian charity that was established in 2016. Annually, over 300 million tons of plastic are produced around the world and unfortunately, more than 90% of that plastic is not recycled. Distressingly enough, much of that plastic ends up in our oceans with at least 8 million tons of plastic being dumped into the ocean each year.

Mind Your Plastic's mission is to eliminate plastic pollution in Canada. Through their work of advocating with municipal governments for policies that better regulate materials used in the economy, working alongside Canadian businesses to give consumers better plastic-free choices, and direct action programming like the Circular Economy Ambassador Program, Mind Your Plastic is moving towards a plastic pollution-free future.

*"We are very excited to have had the opportunity to work with the Town of Ajax to introduce our toolkit and to continue to advance our mission of eliminating plastic pollution in Canada. Grassroots collaboration with ecologically conscious municipalities such as the Town is fundamentally aligned with our charitable mandate, and we consider this partnership's influence on elimination of plastic in municipal events to be an unequivocal success story. We hope to continue to work with the Town of Ajax to further advance its leadership in municipal plastic waste mitigation, as well as to use the programming that we've put in place with the Town as a precedent for work with other municipalities across the nation."* - Max Wensel, Mind Your Plastic Board Chair

Along with the resources created, Mind Your Plastic will also help residents and businesses understand the options available to them to comply with Ajax's new policy, and improve local knowledge about the importance of plastic waste reduction through short webinar series beginning in September 2023.

Mind Your Plastic will simultaneously use the lessons learned from this partnership to work with additional municipalities in the future to work towards eliminating plastic pollution in Canada.