

## **PRESS RELEASE**

### **Community comes together to reduce e-waste and raise funds for local charities**

**Pointe-Claire, October 4, 2010** - Electronic waste is a growing problem in North America. Discarded electronic components take up increasingly precious amounts of landfill space and potentially leak hazardous substances into surrounding ecosystems. Centre Bienvenue, West Island Community Shares and Fairview Pointe Claire have joined forces to implement an avant-garde program to help alleviate this problem in the West Island. The program also serves as a work reintegration program for clients of the Centre Bienvenue and a fundraiser for both Centre Bienvenue and West Island Community Shares.

“West Island businesses and residents can now help their community in three ways simply by depositing their used printer cartridges for recycling at Fairview Pointe Claire,” said Benoît Vallée, Director of the Centre Bienvenue.

As of October 1, used cartridges can be deposited in a marked collection box located between Old Navy and Homesense on the main floor of Fairview Pointe Claire. As part of a work reintegration program, clients of the Centre Bienvenue, a non-profit organization that provides services to West Island adults coping with mental illness, will collect and sort the cartridges for sale to recycling companies. The proceeds from the sale of the cartridges will be distributed to West Island Community Shares and Centre Bienvenue. Cartridges that are not recyclable will be disposed of in an eco-friendly manner.

“We’re very thankful to have Fairview Pointe Claire as a partner in this program,” added Mr. Vallée. “Having the collection box at Fairview Pointe Claire makes it easy for residents and businesses to contribute to a cleaner environment and to their community.”

#### **About Centre Bienvenue**

Centre Bienvenue is a community based non-profit organization that provide support and services in social re-adaptation and community reintegration to improve the quality of life for West Island adults who are coping with mental illness.

#### **Fairview Pointe Claire**

Fairview Pointe Claire comprises one million square feet of leasable space and features 200 stores and services.

### **Cadillac Fairview Corporation Limited**

Cadillac Fairview Corporation Limited is one of North America's largest investors, owners and managers of commercial real estate. For more than 50 years, Cadillac Fairview has been leading the way in commercial real estate with innovative design, development and management. With a portfolio valued at more than \$17 billion and nearly 50 million square feet of leasable space, Cadillac Fairview and its affiliates own and manage 86 properties, including some of Canada's landmark developments, such as the Toronto Eaton Centre, Sherway Gardens, Toronto-Dominion Centre, Chinook Centre, Pacific Centre and the Montreal Fashion Centres.

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### **About West Island Community Shares**

West Island Community Shares provides crucial funding to 33 West Island community groups who deliver essential services to West Islanders in need. Its corporate partners include Pfizer Canada, Merck, Desjardins, Tenaquip Ltd., Avon Canada, , Novartis Pharmaceuticals Canada Inc., Bromelin People Practices and Roxboro Excavation. Thanks to these corporate partners who help to cover administrative costs, 100% of donations received go back to the West Island community groups supported by Community Shares. Last April, a total of \$800,000 was distributed to 33 local community groups as a result of the 2009-2010 fundraising campaign. Since its inception, West Island Community Shares has raised and distributed more than \$5.3 million. For more information on West Island Community Shares and the groups it supports, visit [www.communityshares.ca](http://www.communityshares.ca).

– 30 –

For more information, please contact:

Benoît Vallée  
Director  
Centre Bienvenue  
514 421 2212  
[bvallee@centrebienvenue.org](mailto:bvallee@centrebienvenue.org)

Caroline Tison  
Executive Director  
West Island Community Shares  
514-695-8694  
[caroline@partageaction.ca](mailto:caroline@partageaction.ca)



Centre Bienvenue Inc.

Un service communautaire en santé mentale  
A community mental health service

12694, boul. Gouin ouest, Pierrefonds (Québec) H8Z 1W4

## CENTRE BIENVENUE INC.

### REGISTRATION FORM\*

<b>NAME OF THE PERSON IN CHARGE:</b>	
<b>Company:</b>	
<b>Address:</b>	
<b>City:</b>	<b>Postal Code:</b>
<b>Phone: ( )</b>	<b>Fax: ( )</b>
<b>Email Address:</b>	

*\*Only original empty cartridges from the original equipment manufacturer (OEM) will be accepted (HP, Lexmark, Canon, Dell, Brother).*

*Please return empty remanufactured cartridges and used photocopier toner bottles to your current supplier.*

*- Minimum of 5 cartridges per collection -*

Partage-Action de l'Ouest-de-l'île  
À l'écoute de notre communauté



West Island Community Shares  
Helping Neighbours in Need

12694 boul. Gouin Ouest, Pierrefonds (Québec) H8Z 1W4  
Téléphone : 514. 421-2212 Fax 514. 421-9312