



## **Media Advisory**

### **Recycle My Ride Right A North American first in industry led environmental management of end-of-life vehicles**

Two out of 3 end-of-life vehicles (ELV) generated in Ontario annually are not managed to any environmental standard whatsoever.

The Ontario Automotive Recyclers Association (OARA) is seeking endorsement of an industry led end-of-life vehicles environmental management system by Ontario's political parties. The system will ensure the safe and responsible environmental management of approximately 550,000 ELV that require environmental decommissioning in Ontario each year.

**What:** Media Conference hosted by OARA explaining the new and innovative ELV Environmental Management System developed by OARA in collaboration with the Canadian Vehicle Manufacturers' Association (CVMA).

**Who:**

Steve Fletcher, Executive Director, Ontario Automotive Recyclers Association (OARA)  
Mark Nantais, President, Canadian Vehicle Manufacturers' Association (CVMA)  
Teresa Di Felice, Director of Government and Community Relations South Central Ontario, Canadian Automobile Association (CAA)

**When:** Wednesday, August 10<sup>th</sup>, 2011 at 10:30 a.m.

**Where:** Room 149, Queen's Park Media Studio, Legislative Assembly of Ontario  
Legislative Building, Queen's Park, Toronto, Ontario, M7A 1A2

**For more information contact:** Don Huff, Environmental Communication Options  
416-972-7401 or [huffd@ecostrategy.ca](mailto:huffd@ecostrategy.ca)

Video footage is available upon request from Automotive Recycling facilities located in Aurora, Etobicoke, Hamilton, Kitchener-Waterloo, London, Oshawa, Port Perry and Scarborough.

Media not currently accredited by the Legislative Assembly (Queen's Park) Media Gallery must register with the Press Gallery Coordinator, Gerald Christopher - Room 387A or 416-325-7922, if they wish to participate in the media conference.

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*The **Ontario Automotive Recyclers Association (OARA)** has been the voice of the auto recycling industry in Ontario since 1992. OARA has kept Auto Recyclers informed and involved with input and information into current industry trends and government legislative initiatives that affect auto recyclers. In addition, as the membership grows, numerous membership benefits are now available to enhance each member's business opportunities, productivity and profitability. For more information, visit: [www.oara.com](http://www.oara.com).*

*The **Canadian Vehicle Manufacturers' Association (CVMA)** is the industry association representing Canada's leading manufacturers of light and heavy duty motor vehicles accounting for 65% of all vehicle production in Canada. The CVMA creates a framework within which member companies work together to achieve shared industry objectives on a range of important issues from consumer protection, the environment, energy, vehicle safety to international trade. For more information, visit: [www.cvma.ca](http://www.cvma.ca)*