

Media Advisory – Photo Op and Tours

Attn: Business, News, Environment, Lifestyle and Consumer Editors and Reporters

Most technologically advanced electronic (WEEE) recycling facility in the world to open in Mississauga, Ontario

Ontario Minister of Environment to “flip the switch”

Reporters are invited to bring their Waste Electrical and Electronic Equipment (WEEE) for proper recycling

What:

Provincial and municipal dignitaries and Sims Recycling Solutions executives will “flip the switch” to mark the opening of the 287,000 sq.ft. facility and celebrate new green investment and jobs being created in Ontario.

Who:

John Wilkinson, Ontario Minister of Environment
Amrit Mangat, MPP, Mississauga - Brampton South
Beatrice Olivastri, Executive Director - Friends of the Earth Canada
Graham Davy, CEO, Sims Recycling Solutions
Steve Skurnac, President, Americas Sims Recycling Solutions
Cindy Coutts, President, Sims Recycling Solutions Canada

When:

Wednesday, February 9, 2011 from 9 – 11 a.m.
“Flip the Switch” Announcement at 10:00 a.m.
Plant tours begin at 9:00 a.m. Additional tours will be available after the announcement.

Where:

6495 Tomken Road, Mississauga, Ontario L5T 2X7
One block EAST of Highway 410, one block NORTH of Courtney Park Drive (EAST side of Tomken Rd.)
Parking: available in front and beside facility – attendants will direct.

For further details and digital photos, please contact:

Don Huff, Environmental Communication Options, 416-972-7404, 416-805-7720 (cell on-site) or
huffd@ecostrategy.ca

About Sims Recycling Solutions Canada

Sims Recycling Solutions Canada is part of Sims Recycling Solutions, the world’s largest electronics recycler with No. 1 market positions in the United Kingdom, Continental Europe, North America, Australia and Asia. Sims Recycling Solutions is a subsidiary of Sims Metal Management (www.simsmm.com), a \$7.5 billion (Australian) publicly-traded company that is the world’s largest metals recycler with No. 1 or No. 2 market positions in Australia, New Zealand, United Kingdom, the US and Canada.

Sims Metal Management has been named as one of the Global 100 Most Sustainable Corporations in the World at both the 2009 and 2010 World Economic Forum in Davos, Switzerland.

<http://www.simsrecycling.com>
www.global100.org

