

FOR FASHIONS SAKE RECYCLE IF YOU LOVE ME

by: Joelle Goddard-Cooling of Joelle's



Recycle if you Love Me, is a caption on a cool new limited edition t-shirt we just got in at the store, along with some recycled candy bar wrapper purses, a new "greentainer" for lunches and Sigg water bottles (which seem to be sold out across the country). We are noticing a really great reaction to all things "green". The most impressed are the young teens – they have an admirable passion about saving the world. They also have the ability to do so. We need to lend them a hand!

I have always been a fairly good recycler, but the coming of the GreenCart programme has really got me thinking about the environment and how we can contribute to its well being. Jeff and I decided that we will try to function with one car, since we live so close to our workplace. You will see Jeff riding around town on a Vespa. Our neighbour, who is a doctor with his practice nearby, also just got a Vespa for the same reason. We have seen downtown lawyer Rick Burgess riding his too!

Jason from the Horn of Plenty in Dundas was telling me that he takes on one major environmental undertaking in his business a year. Lighting has been changed. Plastic has been almost 100% banned from his product lines. He is even looking at how to harness the heat from his ovens to use for another purpose. Jason talked to me not about recycling, but about reusing. Reuse your cloth bags and your plastic containers. Think outside of the box and see if something can be used for something else before you just throw it away. Be conscious as a consumer when purchasing packaged goods. I think of my grandmother, who would save a piece of tissue paper to trace a sewing pattern on. When she passed away, my mother found a stash of wax paper inserts from cereal boxes. She used them to pound meat on, because they were so strong. Nothing was ever wasted.

Barbara Frensch, a parent at my children's school, is passionate about recycling and reusing. She informed me that recycling one aluminum can saves the equivalent power of running a t.v. or a computer for 3 hours, instead of it being made from natural resources. Recycling one glass bottle saves the equivalent power of having a 100- watt light bulb on for four hours. When Barbara moved to Burlington, she attended the Rotary Ribfest at Spencer Smith Park but was bothered with the lack of recycling. The next year, she spearheaded a recycling/organics (GreenCart) programme and recruited community volunteers to make things right. Together they hand sorted the waste and their diversion rates have increased during the past 4 years. She now has a team and is a big reason that a recycling programme has been put into place at Ribfest. Students can get volunteer hours by donating their time. Barbara is an inspiration to me and will be coming to our store to help us set up our own recycling programme.

We will also be inviting Regan Jewitt to join this meeting. Regan is a young Burlington girl who is a big promoter of recycling. We are hoping to have her help us with our initiative. (Regan also happens to be starring along side Susan Sarandon and Christopher Plummer in the movie Emotional Arithmetic).

Being green is more than just recycling, eating organic and avoiding the plastic bag. Being green is about making choices to support small businesses and companies with a social conscious, buying locally and being aware of fair trade. Green living is about thinking about your community. Being green (green is the new black) is becoming a way to inspire, to contribute and to be fashionable! While all of this will take time, little steps by lots of us equals a giant step in the right direction.

Have you taken on any great "green" initiatives that you would like to share? Have any fashion questions? Email me at joelle@joelles.com for your chance to win a \$25 Joelle's Gift Certificate.