

For Immediate Release  
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## FVRD SAYS LET'S TALK ABOUT AIR QUALITY

CHILLIWACK BC: - The Fraser Valley Regional District (FVRD) launched a new website today focusing on air quality and related matters. The new site features social media tools to enable members of the public to engage in discussions on air quality topics.

On the new site [www.airqualitymatters.ca](http://www.airqualitymatters.ca), visitors can quickly access Facebook, Twitter, Youtube and a weekly blog that will promote the importance of protecting the sensitive Fraser Valley airshed and discuss strategies for reducing negative impacts on the atmosphere. The site also provides technical and scientific information about air quality and links to other resources.

"Fraser Valley residents have worked hard to reduce emissions over the past two decades," said Patricia Ross, Chair of the FVRD Board. "We want this good work to continue. It is our hope that the new website and tools will support collaborative efforts to protect clean air now and in the future."

The FVRD launched a preliminary site and set up Facebook and Twitter accounts approximately three weeks ago to provide a platform for Fraser Valley residents to discuss the Metro Vancouver Integrated Solid Waste and Resource Management Plan and to gauge public interest in the topic.

"We are really impressed by the number of people who are interested in this issue and looking for technical and scientific information," said Ross. "Our plan is to continue to use the website and its social media tools to focus on ways to reduce the impact of emissions on the Fraser Valley airshed. Over time, we see it as a 'go-to' source of information on this important subject."

To date, more than 300 people have joined the Facebook page to share information about the proposed plan. In addition to initiatives to reduce and divert waste by 2015, the Metro Vancouver plan proposes a Waste-to-Energy (WTE) strategy to annually incinerate 500,000 tonnes of garbage. The FVRD Board voted unanimously last week to oppose the WTE incineration strategy in the plan.

To find out more, visit [www.airqualitymatters.ca](http://www.airqualitymatters.ca) or join the conversation on [Facebook](#) or [Twitter](#). Information about the FVRD can be found at [www.fvrd.bc.ca](http://www.fvrd.bc.ca).

For more information:

Gerald Kingston, CAO 604-702-5023  
[gkingston@fvrd.bc.ca](mailto:gkingston@fvrd.bc.ca)  
Fraser Valley Regional District  
[www.fvrd.bc.ca](http://www.fvrd.bc.ca)

Patricia Ross, Board Chair 604-702-5001  
[pross@fvrd.bc.ca](mailto:pross@fvrd.bc.ca)  
Fraser Valley Regional District  
[www.fvrd.bc.ca](http://www.fvrd.bc.ca)