



## **Recycling and Conserving Electricity are Top Priorities for Canadian Students, According to Survey**

*2014 Staples Canada Recycle for Education Computer Lab Contest launches today*

**TORONTO, January 6, 2014** – Families and schools get top marks for environmental responsibility, according to a recent study conducted by Staples Canada and Vision Critical. Four out of five Canadian middle school and secondary students gave their peers, families and schools an above-average grade (A+, A or B) for sustainability efforts.

Environmental responsibility is important to almost all Canadian secondary school students (98%). Among those surveyed, 91% said they personally recycle, reusing lunch and grocery bags (62%), and conserve electricity (61%) to help support the environment.

"It's clear that students across the country care deeply about the environment," said Steve Matyas, president of Staples Canada. "We feel that Canadian students, our future leaders, should be rewarded for their stewardship and passion. Having the latest technology will not only help them succeed, but will help them connect, share ideas and develop networks of passionate youth who are driven by environmental responsibility."

Staples Canada, in collaboration with Earth Day Canada, is bringing back the *Recycle for Education Computer Lab Contest* for the fourth straight year, to recognize students and schools that are doing their part to protect our planet. The contest launches January 6 and runs until February 21, 2014.

"The Staples Canada Recycle for Education Computer Lab Contest recognizes the efforts of students, teachers and administrators in minimizing the environmental impact of their school operations," said Jed Goldberg, president of Earth Day Canada. "We are proud to partner with

Staples Canada on this initiative and look forward to learning how the winning schools will use their new technology to expand their environmental work.”

The contest will offer schools a chance to win one of 10 computer labs valued at \$25,000 each by submitting an entry detailing their green efforts. Additional contest details and entry forms are available at [staples.ca/recycleforeducation](http://staples.ca/recycleforeducation). Winning schools will be announced in early May.

The groups that Canadian students gave passing eco-grades (A+ to B) to are supporting the environment primarily through recycling (93%), reusing lunch and grocery bags (73%), conserving electricity (73%), using alternative transport to cars (62%), using less water (60%), and conserving energy with better air conditioning and heating controls (55%). According to the survey, the top things those receiving poor eco-grades should be doing to support the environment are recycling (50%) and conserving electricity (45%).

To help those in need of a bump in their grade, Staples Canada offers several in-store recycling programs where customers can bring back used batteries, electronics, writing instruments and ink and toner cartridges. Staples Canada also encourages schools across the country to participate in their ink bin program by [signing up to receive a free ink cartridge collection bin](#). Upon filling the bin, Staples Canada collects the contents for recycling, free of charge.

### **Methodology**

From November 28 – December 5, 2013, Vision Critical conducted an online survey among 603 randomly selected Canadian teens age 13-17 whose parents are Angus Reid Forum panelists.

### **About Staples Canada**

Staples makes more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online or on mobile devices. Staples offers more products than ever, such as technology, facilities and breakroom supplies, furniture, safety supplies, medical

supplies, and Copy and Print services. Staples has been making it easy for businesses for 27 years with thousands of associates worldwide. Headquartered outside of Boston in the United States with offices in Toronto in Canada, Staples operates throughout North and South America, Europe, Asia, Australia and New Zealand. More information about Staples (Nasdaq: SPLS) is available at [www.staples.com](http://www.staples.com) and [www.staples.ca](http://www.staples.ca).

### **About Earth Day Canada**

Earth Day Canada (EDC), a national environmental charity founded in 1990, provides Canadians with the practical knowledge and tools they need to lessen their impact on the environment. In 2004, it was recognized as the top environmental education organization in North America for its innovative year-round programs and educational resources by the Washington-based North American Association for Environmental Education, the world's largest association of environmental educators. In 2008, it was chosen as Canada's "Outstanding Non-profit Organization" by the Canadian Network for Environmental Education and Communication. EDC regularly partners with thousands of organizations in all parts of Canada. To donate to Earth Day Canada, please visit [www.earthday.ca/donate](http://www.earthday.ca/donate).

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