



FOR IMMEDIATE RELEASE

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Alberni Valley Sort'nGo Centre chosen by ACRD as new name for landfill

PORT ALBERNI – The Alberni-Clayoquot Regional District (ACRD) has renamed the Alberni Valley Landfill to the Alberni Valley Sort'nGo Centre to better reflect what it offers users.

The renaming process began in March 2022, and it included consultation with Alberni Valley schools, the Alberni Valley and Bamfield Committee, and the ACRD Board of Directors.

“We have put a lot of effort into shifting the way we think about the end-of-life process for waste materials and our communities have done an amazing job in changing their habits and adjusting to this new system of diverting waste,” explains ACRD Board Chair John Jack. “It makes sense that we choose a name that reflects all of that hard work and dedication.”

After reviewing all feedback and recommendations, the new name was chosen to incorporate the landfill with the umbrella of Sort'nGo. This new name captures the operational enhancements recently made to expand the existing recycling and diversion opportunities at the site. The Sort'nGo Centre also captures the actions and intent of the Alberni Valley community members, whether they Sort'nGo to the curb or self-haul to the facility.

In the coming months, new signage will be developed and displayed at the facility to reflect this change.

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