



COMMUNITY Release

TRY Showing We Care For Our HEART

For Immediate Release:

Monday, May 4, 2020

TRY Recycling has decided it needs to SHOW front line – essential workers – just how much it and community members care about them. Starting today, all TRY and The Better Bin Company vehicles will display a large decal proclaiming ‘Front Line workers are the HEART of our community’. The text is centred over a large red heart. TRY staff will be distributing the decals to customers at the TRY North (Clarke Road) and South (Dingman Drive) locations and the St. Thomas Enviro Depot. They are encouraging everyone to display the visual affirmation on their vehicle or front door or anywhere essential workers may see them.

TRY President, Jim Graham, says the decals are something they do on a yearly basis to promote recycling but this year it made sense to change the message and focus on the amazing people on the front line. He believes showing we care as an individual and as a community is the kind of positive message that’s needed now and in the future. He says, “The work and workers we’re tipping our hats to have been thrust into the spotlight because of this pandemic but the truth is they’re out there every day making our lives better and contributing to a quality of life that we’ve become accustomed to. The COVID-19 crisis has put them center stage but if we’re to learn valuable lessons from what we’re experiencing now – we need to remember and acknowledge the value of those we often take for granted. The TRY Team wanted to put our heart on our sleeve and this decal does that.” Graham says the decals will also be distributed by representatives of The Better Bin Company as they continue to serve active construction sites and contractors.

TRY Team members will be offering the decal messaging to all customers while supplies last and Graham says if they go quickly (which he expects) then they will produce more. “Front line workers keep us safe, healthy and the infrastructure of our lives turning. We must not take them for granted – now or in the future. They are the heart of our community and we salute them.”

TRY Recycling would love to see residents show their ‘heart of the community’ placements on their social media pages. #CommunityHeart