

EPRA: providing safe, secure electronics recycling solutions for New Brunswickers

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Environment and Climate Change Minister Gilles LePage, EPRA/Recycle My Electronics, Recycle New Brunswick and students from Liverpool Street Elementary School celebrate the expansion to newly obligated products for recycling at a special education and awareness event at Liverpool Street Elementary School, in Fredericton.

EPRA/Recycle My Electronics continues to provide safe, secure electronics recycling solutions for New Brunswickers. Are you ready to recycle a device? A small appliance? Bring it!

In celebration of Circular Economy month (October 2025), EPRA/Recycle My Electronics was joined by New Brunswick's Minister of Environment and Climate Change, the Honourable Gilles LePage, to officially announce and recognize the expansion of newly obligated products for recycling at a special education and awareness event at Liverpool Street Elementary School, in Fredericton.

"Achieving lasting success in recycling, especially in electronics, requires a collective commitment. When businesses, communities, and individuals work together, we turn waste into opportunity and responsibility into meaningful change."

– Environment and Climate Change Minister, Hon Gilles LePage

Canada's electronics industry created Electronic Products Recycling Association (EPRA) as the national not-for-profit entity chartered with improving the efficiency and effectiveness of Canada's industry-led and regulated electronics stewardship programs. EPRA NB introduced their Recycle My Electronics Program just over 8 years ago and is responsible for ensuring end-of-life electronics for both residents and businesses are kept out of landfills through safe, accessible, and environmentally responsible recycling. With over eighty drop-off locations province-wide and bulk pick-up services available for NB businesses, the EPRA NB program works with Recycle New Brunswick and the Ministry to make electronic recycling convenient and effective for all New Brunswickers.

EPRA is proud to highlight the ongoing success and measurable impact of our province-wide electronics recycling program. Year over year, our results demonstrate a steadfast commitment to increasing accessibility, driving public awareness, and diverting end-of-life electronics from landfills.

"Working in collaboration with Recycle New Brunswick and the Department of Environment and Climate Change, EPRA New Brunswick is proud to expand recycling opportunities across the province. Together, we're making it easier for residents and businesses to recycle their end-of-life electronics, responsibly diverting valuable materials from landfills and keeping them in the circular economy."

– Program Director, EPRA New Brunswick, Karen Ulmanis



EXPANDING WHAT NEW BRUNSWICK CAN RECYCLE

EPRA/Recycle My Electronics New Brunswick is proud to announce the expansion of its recycling program to include small household appliances. This expansion allows New Brunswick residents and businesses to responsibly recycle a broader range of products, including toasters, coffee makers, vacuum cleaners, microwaves, hair dryers, fans and other small electrical items, free of charge at any approved EPRA drop-off location across the province. Find your nearest drop-off location or learn more at recyclemyelectronics.ca/nb.

(<http://recyclemyelectronics.ca/nb>)



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