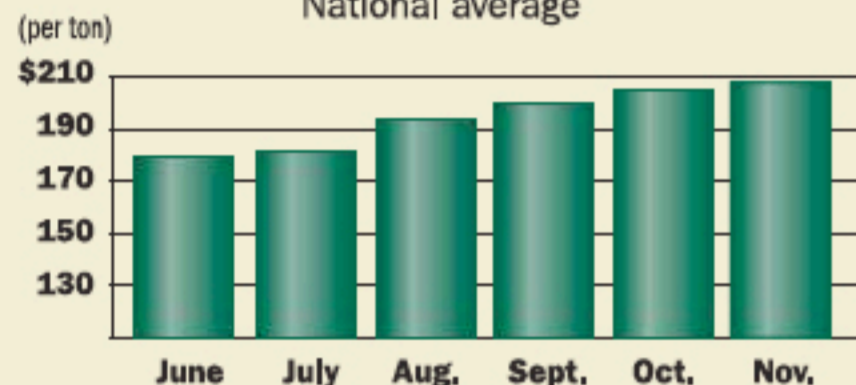
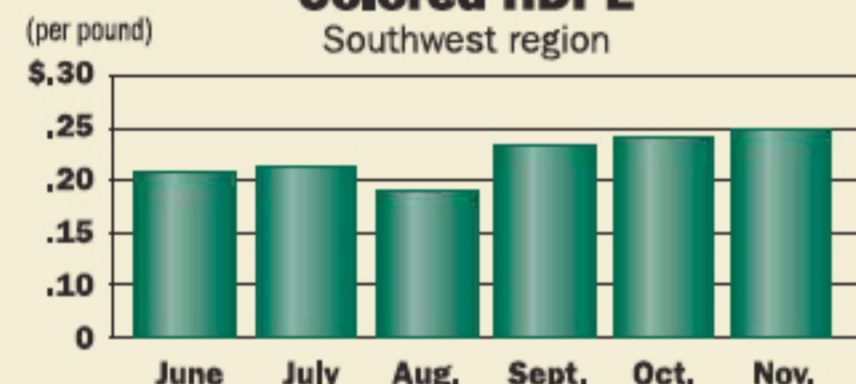


AT YOUR DISPOSAL

COMMODITY PRICING

What Paper Mills Are Paying
for baled paperSorted office paper
National average

For more on baled paper, call (877) 825-6555 or go to www.wastenews.com/secondaryfiber

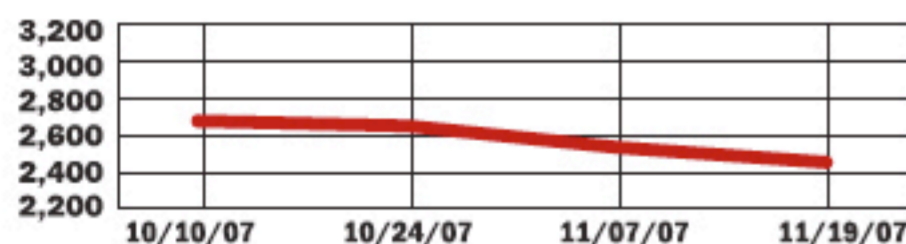
What Recyclers Are Paying
for secondary materialsColored HDPE
Southwest region

For more on loose material, call (877) 825-6555 or go to www.wastenews.com/smp

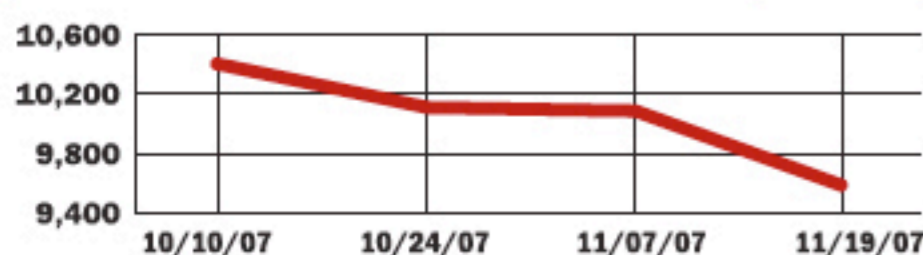
STOCK REPORT

Waste News
Stock Index

-5.0%

Calvert Social
Index Fund

-4.9%

Dow Jones
Industrial Average

-4.3%

Filmmaker focuses on family's trash tendencies

By Jim Johnson

It all started with a walk, a walk through a park, a park filled with trash during a garbage strike in Toronto five years ago.

That walk, and all that garbage being dumped around, got Andrew Nisker thinking.

Thinking about how much trash every one of us produces each day, day in, day out.

So this Toronto filmmaker set out to chronicle the secret life of garbage, from creation to disposal, with an eye on opening up other people's eyes about what he considers a problem.

The end result is "Garbage! The Revolution Starts at Home," a new 76-minute documentary that he hopes will make a difference.

"It made me realize the things I do at home have a direct impact on the environment," Nisker said.

So he set out to document the lives of the McDonald family of Toronto and the three months worth of garbage they created. At first he hoped for every scrap of trash, but then realized keeping wet trash would make the health department frown.

They weighed that wet trash, and set it out at the curb for recycling, and kept a running tally.

"I connect the dots of what they do at home and how that affects the outside world. It's simple when you put the garbage out and the garbage man takes it away. You don't think about it. But what I wanted to do is take it further and follow the garbage and go down to Michigan where we actually truck our garbage from Toronto," Nisker said.

Glen and Michele McDonald, and



ACTION! A Toronto filmmaker is hoping his documentary about one family's waste habits will have highlight how much waste one household can generate.

Nisker is using some unconventional marketing for "Garbage." He is relying on a social marketing approach that focuses on word of mouth and group screenings to get his movie seen.

"The distribution network for films is run by major corporations. It's very difficult to get things out there these days," he said.

Interested people can go to www.garbagerevolution.com to learn more about how to host a screening of the film, which sells for \$19.99. There are volume discounts for those wanting multiple copies, Nisker said, because he wants to make sure the message reaches the largest possible audience.

"I think it's a better way to reach a larger demographic of people," Nisker said.

The film opened to a sold out "world premier party" in Toronto on Nov. 19, and there were several viewing parties scheduled around the world that same day. The Web site also features a section where people can submit their own videos showing their

stories involving trash.

Solid waste is not the only topic that's explored during "Garbage," Nisker said, as he also explores wastewater, water and air issues.

"It sort of branched out into the idea of garbage is an analogy of everything that they do, all the pollution that they create. I wanted to delve into their lifestyle," Nisker said. "Garbage became an analogy for all of their pollution." ■

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