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For immediate release

Institute Releases "The Citizen's Guide to Pollution Prevention"

TORONTO -- The Canadian Institute for Environmental Law and Policy (CIELAP) released the Citizen's Guide to Pollution Prevention, the second in a series of the Institute's well researched popular publications aimed at the wide audience of people concerned about the impact we are making on the natural environment.

The Guide provides an extensive overview of concepts and methods for the pollution prevention and why it makes sense to apply them. "...it is much easier and economical to prevent the pollution caused by toxic waste by adopting innovative concepts...", says Karen Clark, the author of the Guide. Several case studies discussed in the Guide provide an excellent example of the multiple benefits of pollution prevention. In many cases, in addition to reducing the amount of toxic chemicals released into the environment, it minimized energy consumption, improved safety and provided financial savings. The Citizen's Guide to Pollution Prevention presents refreshingly simple ideas and real "common sense" in dealing with the environmental impact of our every-day activities. "The Guide encourages individuals in their daily lives to be part of the solution, instead of being the part of the problem" said Anne Mitchell, Executive Director of CIELAP.

The Guide was published with the support of the Pollution Prevention Branch and Action 21 program of Environment Canada, and Sleeman Brewery.

The Guide is available from CIELAP for CAN\$15.00 +15% S&H. For bulk order prices please contact the Institute.

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The Canadian Institute for Environmental Law and Policy has for been commenting on and monitoring policy and regulatory changes related to the environment for 30 years.