

SUNDAY, APRIL 12, 2009

BREAKING NEWS AT OTTAWACITIZEN.COM

SUNNY, HIGH 4



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Father Joe takes questions on Easter Sunday
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Julie Mason on the rhythm of cancer

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'GO EZRA!'

He may not be your cup of tea, but he's written a book you should probably read

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over&out

Sens end failing season with 5-2 loss to Maple Leafs



MIKE CASSESE, REUTERS

Senators forward Dany Heatley battles Maple Leafs defenceman Jeff Finger, right, for the puck in front of Toronto netminder Martin Gerber.

IN SPORTS, D1, D4-5

- Complete coverage of the Battle of Ontario
- Ken Warren details all that went wrong (No. 1: The opening game in Stockholm)
- Our readers have the last word on a losing season

END OF THE SEASON, A4

- Wins, losses and a championship shootout: Updates on the players in our Hockey Life series



City plan to boost industrial recycling unveiled

Non-residential sectors 'keen to get going' on goal to divert 60% of waste from landfill

BY JAKE RUPERT

The city's plan to encourage waste recycling in the institutional, industrial and commercial sectors is ready to go, and city officials expect good uptake of the program.

Kevin Wily, the city's waste manager, said officials from the targeted sectors responded positively to more recycling at their facilities during extensive consultation.

"They seem very keen to get going and to see what we can offer to them to help them divert more waste from landfills," he said.

The goal of the plan is to get 60 per cent of the waste produced by these sectors diverted from landfills by 2015, an increase from the current estimated rate of 20 per cent, and to provide firm measurements of the march towards the target.

Increasing concerns about the capacity of the city's landfills — especially the Carp Road facility, which is visible from Scotiabank Place — has led the city to aggressively target residential waste with recycling and composting programs.

Some have suggested a "tag-a-bag" program, in which homeowners would pay to put out trash for collection, using markers like postage stamps.

But residential waste only makes up about 30 per cent of Ottawa's garbage. Industrial, commercial and institutional garbage is the other 70 per cent, and only an estimated 20 per cent of that is recycled, compared to 33 per cent in the residential sector.

Waste from businesses is actually the jurisdiction of the provincial government, and development of the plan was ordered by city council in 2006 when a future over the proposed tripling of the Carp Road landfill cast a spotlight on the issue. At the time, city officials felt the province wasn't doing enough to promote or enforce recycling and decided to do what it could.

The \$1-million program city staff have devised, if approved by council in the coming weeks, is to be implemented in three phases.

In the first phase, hard data on how much waste is currently being diverted in the non-residential sector will be gathered to measure future success or failure rates, and the city will step up an effort to lead by example.

At City Hall and the municipality's office building at Centrepointe, the diversion rates are more than 50 per cent. The goal is to boost these rates — and the performance at all city-owned sites — to show how it can be done.

See RECYCLING on PAGE A9

What Would Jesus Think?

With a little help from greeting-card companies, brunch menus and retailers around the globe, Easter has appropriated every holiday tradition worth more than a plugged nickel. For sheer consumerism, it's becoming the übermother of all holidays, writes **BRUCE DEACHMAN**.

I love the bunny, I like the bunny. I love the bunny, I like the bunny.

Olivia Wilson, two years old and mesmerized, repeated this mantra again and again at the Canadian Museum of Civilization in Gatineau on Friday — Good Friday — as Easter activities bustled all around. In one room, handfuls of children decorated Styrofoam and hard-boiled eggs with feathers, pipe cleaners and

small squares of coloured tissue. In another, more made their own chocolate eggs, brightening them with green gobs of green, yellow and pink icing, as well as jerky rainbows of candy sprinkles. Elsewhere in the Children's Museum, scores of kids and their families tried to find eggs hidden for the occasion.

"I love the bunny, I like the bunny," Olivia continued. "I love the bunny, I like the bunny."

The bunny, of course, was the Easter Bunny, who, breaking with a long-held tradition of remaining unseen by humans, appeared at the museum throughout the weekend, shaking hands, hugging kids, giving high-fives and staying still long enough to be photographed.

The children, who mostly gaped in awe or, like Olivia, entered some Zen-like trance, or merely squealed at the sight of this long-eared pagan (as well as the one younger in a pink ballet outfit, who wailed as though she'd seen the ghost of Easter future), will be the first generation in all of human history to truthfully claim to have met the Easter Bunny.

Oh, sure, we all knew of its existence — that was never in question;

it left us candy and chocolates in cheap straw baskets, after all — but none of us actually ever saw the creature, in the fur.

"But I saw him. I did," these kids may one day tell their corpulent grandchildren, who will barely look up from devouring their three-metre-tall chocolate rabbits. "I was the first." And the grandchildren will reply dutifully, "Really?" when what they'll be thinking as they lick their grubby little fingers is "Big deal! We see the Easter Bunny ALL THE TIME!"

See EASTER on PAGE A7

Related column

David Warren: "We must respect every sincere and peaceable manifestation of religious belief, no matter how seriously we may believe it is in error," **A11**

PUBLISHED BY THE PROPRIETOR
Ottawa Citizen, a division of
Canwest Publishing Inc.,
1101 Baxter Road, Box 5020
Ottawa, Ont. K2C 3M4



\$1.41 plus applicable taxes at retail and \$1.00 per copy for circulation outside Ottawa

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TODAY'S WEATHER
D6
Mainly sunny.
High 4, low -5.
Sunrise: 6:22 a.m.
Sunset: 7:45 p.m.
SEE PAGE B7



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