



Recycling Council
of Alberta

March 9, 2004

Patricia Mackenzie
AVP Environment
TELUS
Floor 21A, TELUS Plaza South Tower
10020 100 St NW
Edmonton, AB T5J 0N5

Dear Ms. Mackenzie:

The Recycling Council of Alberta has recognized and supported the important and significant contributions TELUS has made to corporate environmental responsibility. These initiatives were recently also recognized through Corporate Knights, who rated TELUS as Canada's most environmentally-friendly company.

Unfortunately, in the corporate world, we often see a disconnect between the environmental conscience and initiatives of a company's operational areas and its marketing department. Some of TELUS' marketing materials have led us to suspect this may sometimes be the case with your company, as well. A recent example is the "look inside for your sweet treat!" materials recently sent to TELUS customers. These materials contained a straw of honey and printed literature contained in a boxboard container.

We are the first to admit that this marketing effort is quite clever. However, it appears that environmental considerations were not an important factor in this campaign. The materials are overpackaged, and include plastic materials that are considered a contaminant in the recycling stream.

We believe that it should be possible to be creative, as well as environmentally conscious, in marketing efforts. With TELUS' reputation for environmental initiatives, as well as innovative marketing, it seems the ideal company to take on this challenge.

If there is anything the Recycling Council of Alberta can do to help you in this regard, please do not hesitate to call.

Yours truly,

Darryl Wolski,
President

cc: Eric Mewhinney - Environment Advisor / RCA member contact

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