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FOR IMMEDIATE RELEASE

Eco-Cycle Wins Two Awards for Zero Waste Businesses and Schools Program

BOULDER, CO (Feb. 27)—This week, Eco-Cycle’s Zero Waste Services Program and its Green Star Schools Program are receiving awards.

Eco-Cycle’s Zero Waste Services program for businesses is being awarded with one of two Gold Medals of Honor at the Colorado Sustainable Business Awards, sponsored by Connected Organizations for a Responsible Economy (CORE). The awards are being presented at the 2008 Sustainable Opportunities Summit in Denver.

Zero Waste Services provides the collection of recyclables, compostables, hard-to-recycle items like pallets and stretch wrap and “whatever’s left” (i.e. trash) for nearly 800 commercial and institutional accounts—including schools, offices, restaurants, manufacturers, retailers and large corporations—in Boulder and Broomfield Counties.

Through the program, Eco-Cycle also educates and trains business staff about all aspects of waste diversion—from the why to the how—to help them increase their diversion rates. The Zero Waste Services program also addresses the purchasing practices of businesses to help increase the use of environmentally-friendly (non-toxic and reusable, recyclable or compostable) products. It is guided by Eco-Cycle’s mission to identify, explore and demonstrate the emerging frontiers of sustainable resource management through the concepts and practices of Zero Waste.

With Zero Waste Services, businesses are achieving waste diversion rates of 80 percent, and some are saving money or finding that participation results in additional revenue by attracting customers and investors. In 2007, the program kept more than 15 million pounds of waste out of the landfills.

Boulder Outlook Hotel & Suites, a locally-owned, 162-room hotel with an on-site restaurant, signed up for Eco-Cycle's Zero Waste Services program in March 2006 and hit the ground running. Outlook staff members have made environmentally-friendly choices to prevent waste and pollution by purchasing condiments in bulk rather than single servings, choosing all-natural guest shampoos and soaps in recycled and recyclable packaging and using non-toxic cleaning products.

"We have already generated in excess of \$10,000 in revenues from new corporate customers and one-time guests who chose the hotel because of our commitment to Zero Waste with Eco-Cycle," said Dan King, the Outlook Hotel's Managing Owner and Ambassador of Cool.

Eco-Cycle's Green Star Schools program will receive an award for Best New Program from the Colorado Alliance for Environmental Education (CAEE) on Feb. 29, 2008.

This award recognizes success in developing and implementing environmental education programs and partnerships that reach out in meaningful ways to audiences to increase environmental awareness and conservation.

Eco-Cycle provides Green Star Schools with waste monitoring, compost and recycling collection, kick-off assemblies, classroom and staff training, lunchroom monitoring, elimination of disposables in the cafeteria, waste reduction activities, Zero Waste event support and school rewards and incentives, making this the most comprehensive Zero Waste program in schools today.

Green Star Schools recycle all suitable materials and compost all food waste and non-recyclable paper in every part of the school waste stream (classrooms, lunchrooms, kitchen, offices and restrooms).

For instance, Douglass Elementary has eliminated disposables from the cafeteria. Instead of dumping food scraps, plastic utensils and excess packaging into a trash can, kids use a special station where they deposit reusable serveware into hot, soapy water to be washed and reused, milk and juice containers into a recycling bin and sandwich crusts, other food leftovers and non-recyclable paper, such as napkins and paper towels, into a compost bin. Kids are also encouraged to eliminate trash in the first place by bringing a waste-free lunch, replacing overpackaged meats with Zero Waste alternatives, such as cloth lunch bags, cloth napkins, reusable utensils and reusable or recyclable drink and food containers.

"Beginning in kindergarten, children at our school learn the ins and outs of composting and recycling. By fifth grade, this slice of environmental awareness has become a positive habit. Kids

believe in our Green Star efforts here at school and are anxious to carry the ideas into their own lives," said Leann Mullineaux, a fifth grade teacher at Douglass Elementary School.

In turn, these schools achieve, on average, a total waste diversion rate of 66 percent while fostering the development of environmentally-informed, responsible individuals who take pride in the efforts they are making to protect our environment.

Currently, 5,100 students in 14 Boulder County schools participate in Eco-Cycle's Green Star program in an effort to change school culture and build a Zero Waste school community.

Eco-Cycle has also coordinated the Boulder/Broomfield County School Recycling and Environmental Education Program for the last 21 years. This program provides more than 1,300 environmental education presentations to over 37,000 students annually in the 80 Boulder County public schools. The presentations include environmental topics such as pollution, household hazardous waste, forest ecology and energy conservation.

Eco-Cycle is a nonprofit organization founded in 1976. Thirty-two years ago, Eco-Cycle made Boulder one of the first communities in the nation to implement curbside recycling. Now, Eco-Cycle has broadened its efforts—both locally and internationally—to pioneer the next revolution in resource conservation: Zero Waste. Eco-Cycle is partnering with businesses, government, schools, event organizers and individuals to create a Zero Waste community and to provide a Zero Waste model for the rest of the world. To learn more about Eco-Cycle, visit www.ecocycle.org or call 303-444-6634.

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