



Media Contacts:

Marti Matsch
Eco-Cycle Communications Director
Mobile: 303-419-4676
Office: 303-444-6634 x 115

Neshama Abraham
neshama@abrahampaiss.com
303-413-8066

FOR IMMEDIATE RELEASE

Eco-Cycle Exemplifies Commitment to Junk Mail Education; Wins National *SWANA 2012 EDUCATION EXCELLENCE AWARD*

Boulder, CO (August 14, 2012) – Eco-Cycle is pleased to announce that the Solid Waste Association of North America (SWANA) has awarded Eco-Cycle with the SWANA Bronze Excellence Award in the Education Category for our *Stop Junk Mail for GOOD* service.

Eco-Cycle's *Stop Junk Mail for GOOD: Good for You, Good for the Planet* service allows Boulder County residents and businesses to both stop unwanted mail and phone books and prevent marketers from sharing their personal information *at no charge*. Eco-Cycle footed the bill for this best-in-the-nation service through Catalog Choice, which is normally \$20/account, to support Boulder County on the path to Zero Waste and help prevent the waste and wasted resources (trees) created by unsolicited mail. More than 2,500 households in Boulder County have signed up. In addition, a number of major employers in the county, such as Amgen, IBM, NOAA, NIST, Boulder Chamber of Commerce, Whole Foods, Google, Celestial Seasonings, the Center for Resource Conservation, Frasier Meadows, Native American Fund, E-Source, Geological Society of America, and Boulder Housing Partners have launched their own in-house mail preference registry and/or hosted Eco-Cycle stop junk mail sign up events for employees through the program. Eco-Cycle now serves as a model for empowering citizens to take control of their mailbox. More info about the service at www.ecocycle.org/junkmail.

"We've had a great response to this Zero Waste program from Boulder County employers of all sizes. Since August 2011 when we debuted the program in Boulder County, we have already saved from a lifecycle standpoint 863 trees, 126,421 lbs of solid waste, 356,622 pounds of CO2 and 858,859 gallons of water. We see the program as a win-win for businesses, reducing both the cost spent managing unwanted mail, and reducing the amount of waste being generated," said Eric Lombardi, Eco-Cycle Executive Director.

Eco-Cycle's award will be presented at SWANA's annual national conference, *WASTECON*, on Tuesday, August 14, 2012 in Washington, D.C. SWANA's Excellence Awards Program recognizes outstanding solid waste programs and facilities that advance the practice of environmentally and economically sound solid waste management through their commitment to utilizing effective technologies and processes in system design and operations, advancing worker and community health and safety, and implementing successful public education and outreach programs. Programs also must demonstrate that they are fiscally and environmentally responsible through their compliance with all applicable federal, state and local regulations.

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Eco-Cycle Wins Award ... /2

About Eco-Cycle:

Eco-Cycle is a non-profit organization founded in 1976. Eco-Cycle made Boulder one of the first communities in the nation to implement curbside recycling. Now, Eco-Cycle has broadened its efforts—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.

About SWANA:

For nearly 50 years, the Solid Waste Association of North America has been the leading professional association in the solid waste field. The association serves over 8,000 members throughout North America, and thousands more with conferences, certifications, publications, and technical training courses.

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