



Media Contact:
Marti Matsch
Communications Director
303-419-4676
marti@ecocycle.org

FOR IMMEDIATE RELEASE

Eco-Cycle® Celebrates America Recycles Day, November 15: Top 10 Steps Residents Can Take to Maximize Recycling and Go for Zero Waste

BOULDER COUNTY – November 13, 2012: Thursday, November 15 is America Recycles Day and in honor of the day, Eco-Cycle is helping Boulder County residents reach two important goals: 1) Maximize our community's recycling opportunities, and 2) Go beyond recycling to build a sustainable, Zero Waste community.

"Recycling benefits our economy and our environment; it creates more jobs than trash, reduces the need for landfills, prevents pollution, saves energy, decreases greenhouse gas emissions and conserves natural resources," said Eric Lombardi, Eco-Cycle's Executive Director. "To make our community sustainable we need to first maximize all the many opportunities our community has to recycle. Then we need to go beyond recycling to Zero Waste."

We have a wide variety of community programs in Boulder County that can help us recover *up to 90% of our waste!*

Below are the top 10 actions you can take to maximize recycling in Boulder County and go for Zero Waste.

>> Top 5 Ways to Maximize Recycling in Boulder County

1) Know your single-stream recycling guidelines! Did you know you can now recycle screw-top plastic caps by attaching them to empty plastic bottles? Make sure you're recovering everything you can by downloading curbside single-stream recycling guidelines at www.ecocycle.org/recycle-compost-reuse (see green sidebar) and posting them in your home or workplace. Stay up to speed on the latest guideline changes by signing up for our recycling updates e-newsletter. It includes alerts for special seasonal collections, like wrapping paper during the holiday season!

2) Learn the 12 worst recycling contaminants and take a tour of the recycling center! Learn the Dirty Dozen worst recycling contaminants at www.ecocycle.org/dirtydozen and help keep these materials out of the single-stream recycling bin so we can prevent costly contamination. Follow us on Facebook and Twitter for weekly recycling tips, and check out our contamination videos on our YouTube Channel: EcoCycleMedia.

Taking a tour of the Boulder County Recycling Center 1) is pretty fun and 2) helps explain how these contaminants cause problems. [America Recycles Day, 11/15, is an open house day at the recycling center](#), so swing by and check it out!

3) Recycle unusual materials at the CHaRM, including the newest item: small plastic appliances! Did you know you can recycle old electronics, ripped or stained clothing, plastic bags, bubble wrap, cooking oil, bicycles, yoga mats, scrap metal **and now small plastic appliances** (like busted hair dryers and coffee makers) at the Eco-Cycle/City of Boulder CHaRM (Center for Hard-to-Recycle Materials)? This 10-year-old facility is the first of its kind in the nation! Find full CHaRM guidelines for the whole list of unusual items at www.ecocycle.org/charm. Fees may apply.

4) Recycle everything from Appliances to Zippers with our A-Z Recycling Guide! If it's recyclable in Boulder County, you'll find out where through this drop-down guide found on the upper right corner of www.ecocycle.org.

5) Don't trash household hazardous waste! Items like motor oil, paint, automotive products, pesticides and solvents can contaminate groundwater when landfilled. Residents and small businesses can recover these materials the safe way, free of charge, through the [Boulder County Hazardous Materials Management Facility \(HMMF\)](#) in Boulder.

>> Top 5 Ways to Go Beyond Recycling for Zero Waste

Recycling is critical, but it's not the whole solution. Did you know that for every 1 can of trash you see at the curb, 87 cans worth of resources were used to make those products through resource extraction, transportation and manufacturing? We need to go beyond recycling to prevent that waste, resource destruction and pollution, and to combat climate change. We need Zero Waste—a system and set of actions that help us redesign products for reuse and recovery, make products with the smallest waste and energy footprint, and recover up to 90% of our waste.

Here are our top 5 actions to go beyond recycling and toward Zero Waste:

6) Stop Junk Mail! Each year, 100 million trees are cut down to make junk mail. The production and disposal of that junk mail consumes more energy than 3 million cars. You can make it stop with Eco-Cycle's mail preference service, free for Boulder County residents and businesses: Stop Junk Mail for Good. Eco-Cycle is sponsoring this award-winning service to prevent waste in our community, and it's working: *Boulder County residents and businesses have already opted out of 33,390 mailings!* You can too at www.ecocycle.org/junkmail.

7) Be Straw Free! In the U.S. alone, 500 million plastic straws are used EVERY DAY. To help our community prevent this waste (and save the petroleum used to make straws), Eco-Cycle partnered with 11-year-old Milo Cress of Longmont to help him promote a campaign he started at the age of nine: Be Straw Free. His campaign encourages consumers to say "no thanks" to straws and asks business/restaurant owners to adopt an Offer First Policy with straws, something the National Restaurant Association has already endorsed! Take the pledge to go "strawless" and donate to Milo's campaign (and upcoming international speaking tour!) at www.ecocycle.org/bestrawfree.

8) Choose to reuse! Choosing to reuse bags, water bottles, and to-go mugs and containers can make a big impact on your waste footprint. Learn more about these eco-scourges and how to avoid them in our annual magazine, the *Eco-Cycle Guide*, online at www.ecocycle.org/ecocycleguide. And visit ecocycle.org/reuse for a portal to all reuse options in Boulder County from a "Tour de Thrift" map of thrift stores to the "Eco-Cycle" online free exchange.

9) Make your parties Zero Waste! Parties and events can create an enormous amount of waste due to the non-recyclable single-use plastic or plastic-coated plates, cups and utensils that often "attend." Skip single-use all together by



renting reusable tableware from a local party company, or check out Eco-Cycle's 100% compostable Zero Waste Party Kit for 25 - 200 people. Going formal this holiday season? Check out our [Eco-Celebrations](#) service for elegant "green tie" events including weddings and corporate events.

10) Compost your food scraps and yard waste! Compost helps build healthy soils, something we desperately need in Colorado. It also helps combat climate change: Biodegradable materials like paper, food and yard waste break down without oxygen in a landfill and release methane, a greenhouse gas with 72 times the heat-trapping power of CO₂! Find curbside composting guidelines, backyard composting tips and how-tos at www.ecocycle.org/compost.

Eco-Cycle is also asking residents to take the **Pledge to Recycle and Go for Zero Waste** on our website at www.ecocycle.org/recycle-pledge. (Look for the pledge beginning Wednesday, Nov. 14.) We have set a goal of 1,000 people pledging to start recycling, maximize their recycling or go beyond recycling and get on the path to Zero Waste!

Check out www.ecocycle.org for all the tools listed above and MANY more ways for you to go for Zero Waste. Our planet and future generations will thank you!

###