



FOR IMMEDIATE RELEASE

Immediately through November 15, 2013

Media Contacts:

Richmond Sanitary District
765-983-4750

Richmond Sanitary District Promotes National Recycling Celebration in Richmond, Indiana

[Richmond – Indiana – 10/23/13] – This November the Richmond Sanitary District will be joining thousands of local organizations across the country to celebrate America Recycles Day, a national initiative by Keep America Beautiful and the only nationally recognized day dedicated to promoting and celebrating recycling in the United States. This year's America Recycles Day theme, "I Want To Be Recycled," will help to educate people about the importance of recycling to our economy and environmental well-being as well as motivate occasional recyclers to become everyday recyclers.

Residents in Richmond can request a blue Richie Roller for free curbside pickup of steel cans, plastic bottles/ jars (#1 & #2), aluminum cans, newspaper, and glass bottles/jars. Recyclables can also be taken to the New Paris Pike landfill for collection.

Richie the Recycling Raccoon always says "REDUCE, REUSE, RECYCLE!"

The national recycling rate is currently at 34.7 percent. Recycling 75 percent of the nation's waste would create nearly 1.5 million jobs by 2030, according to a report by the Tellus Institute with Sound Resource Management.

"We are very proud supporters of Richmond Sanitary District's America Recycles Day efforts to promote recycling in Richmond. Recycling is the easiest thing we can all do to improve our community, conserve natural resources and create green jobs. Collectively, through events like these, we aim to make recycling bigger and better 365 days a year," said Brenda Pulley, Senior Vice President of Recycling at Keep America Beautiful and national program manager for America Recycles Day.

America's leading companies are proud to make America Recycles Day possible. National sponsors of America Recycles Day to date are: Anheuser-Busch, Amcor, the Johnson & Johnson Family of Consumer Companies and Waste Management.

For more information about recycling in Richmond, visit www.richmondindiana.gov/recycling or call **765-983-7450**.

About America Recycles Day

America Recycles DaySM is a national program of Keep America Beautiful, and is the only nationally recognized day and community-driven awareness event dedicated to promoting and celebrating recycling in the U.S. Since its inception in 1997, communities across the country have participated in America Recycles Day on November 15 to educate, promote environmental citizenship, and encourage action. Learn more at AmericaRecyclesDay.org.

About Keep America Beautiful, Inc.

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. With a strong national network of 1,200 affiliates and partners including state recycling organizations, we work with millions of volunteers who take action in their communities. Keep America Beautiful offers programs and engages in public-private partnerships that help create clean, beautiful public places, reduce waste and increase recycling while educating generations of environmental stewards. Through our actions, we help create communities that are socially connected, environmentally healthy and economically sound. For more information, visit kab.org.

###