



[recyclemoreminnesota.org](http://recyclemoreminnesota.org)

## Media Alert

Recycle MORE Minnesota is at St. Paul's Cinco de Mayo Festival!

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**What:** Recycle MORE Minnesota announces recycling for the first time ever at one of the country's largest Cinco de Mayo festivals in St. Paul! The Recycle MORE Minnesota campaign, the joint effort of the Minnesota Pollution Control Agency (MPCA) and the Recycling Association of Minnesota (RAM) will be not only promoting recycling and providing recycling education to Minnesota's Latino community; we are also providing the opportunity to recycle!

**Why:** Recycling in Minnesota has many economic and environmental benefits; Recycle MORE Minnesota is getting the word out about how Minnesotans can recycle more at home, at work, and on the go. Minnesotans throw out more than 1.3 million tons (2.6 billion pounds) of material every year that could be used by Minnesota manufacturers. Our goal is to increase our recycling rate from 41% to 50% by 2011 and to do that, we need everyone to look at simple ways they can recycle more.

**Who:** MPCA; RAM; Riverview Economic Development District and our partners.

**When:** Saturday, May 3, 7 a.m.-6 p.m. Interviews and photo opportunity 1:30 p.m.

**Where:** MPCA's Recycle MORE Minnesota Booth, District Del Sol, St. Paul, MN

**Visuals:** Parade float with the Rethink Recycling Greenguardian, family and children recycling educational booth, the Green Guardian will be present for photo opportunities with children and volunteers.

**Interviews:** Mark Rust of the MPCA will be available for interviews regarding current recycling rates, how Recycle MORE Minnesota will increase the statewide recycling rates to 50% by 2011, the economic and energy reduction benefits of recycling, and how reaching children and families is key to recycling education.

**More:** [www.recyclemoreminnesota.org](http://www.recyclemoreminnesota.org)



