



recyclemoreminnesota.org

Media Alert

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What: Recycle MORE Minnesota, the statewide social marketing education campaign about recycling-the joint effort of the Minnesota Pollution Control Agency (MPCA) and the Recycling Association of Minnesota (RAM) is kicking off this Earth Day at the Minnesota Zoo's Earth Fest April 19th & 20th .

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, and our partners

When: April 19-20th, 2008 11am-3pm; **Interviews and photo opportunity 11:30 pm April 19, 2008.**

Where: Minnesota Zoo, 13000 Zoo Boulevard, Apple Valley, MN 55124

Visuals: Children's educational booth and button making/coloring with recycled crayons, Recycle MORE Minnesota visuals, young happy faces learning about recycling.

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%, the economic and energy reduction benefits of recycling, and how reaching children and families is key to recycling education.

More: www.recyclemoreminnesota.org

