



recyclemoreminnesota.org

Recycle MORE Minnesota

Maggie Mattacola-Campaign Manager

PO Box 14497

St. Paul, MN 55114-0497

(651) 641-4589-Office (651) 641-4791-Fax

www.recyclemoreminnesota.org

FOR IMMEDIATE RELEASE

Date:

Contact:

Office:

Cell:

Email:

This Earth Day (April 22nd) the Recycling Association of Minnesota (RAM) and the Minnesota Pollution Control Agency (MPCA) announces the launch of Recycle MORE Minnesota, a statewide educational campaign designed to promote recycling throughout Minnesota at home, at work and on the go.

Recycle MORE Minnesota will be an ongoing campaign with several phases: residential, commercial, schools and public entities, and away-from-home recycling. These phases will be instituted over the next several years to meet our state goal of increasing Minnesota's recycling rate to 50 percent by 2011.

Thinking differently...The MPCA has found that more than 1.3 million tons of currently unrecycled material (paper, plastic, glass, metals, etc.) could be recycled. This material is worth more than \$300 million. Recycle MORE Minnesota's educational efforts will make Minnesotans think differently about recycling. Not only is recycling great for the environment and reducing our energy consumption, but it is also good for Minnesota's economy. In 2006, the energy saved by Minnesotans recycling would be enough energy to heat 410,000+ households for a year. That's all of the homes in Duluth, Rochester, St Cloud, Minneapolis and St. Paul combined.

In Minnesota, the total tonnage of recycled material has increased as population has increased; however, the overall increase in waste generation continues to grow and outpace recycling. According to state officials, the recycling rate in the state of Minnesota, while one of the best in the country at 41 percent, has remained largely unchanged for the last ten years. Because recycling reduces pollution, saves energy, reduces solid waste and improves both Minnesota's environment and economy, we need to find new ways to Recycle MORE in Minnesota.

The Recycle MORE Minnesota campaign is a joint effort between RAM and the MPCA, designed to increase recycling in Minnesota through increased awareness about the benefits

of recycling and the opportunities available. We are working with our partners to promote recycling at home, at work, at school and on the go. There are opportunities for everyone every day to make a big difference by doing just a little bit more!

The Minnesota Pollution Control Agency's (MPCA) mission is to work with Minnesotans to protect, conserve and improve our environment and enhance our quality of life.

About RAM: The Recycling Association of Minnesota RAM is a 501(c)(3) nonprofit organization with more than 200 members from the public, private, and nonprofit sectors. RAM is the Minnesota affiliate of the National Recycling Coalition. RAM is committed to promoting resource conservation through waste prevention, reuse, recycling, composting and purchasing practices using the most cost effective and environmentally sound methods available in Minnesota.

About Recycle MORE Minnesota: The Recycle MORE Minnesota campaign is a joint effort between the Minnesota Pollution Control Agency and the Recycling Association of Minnesota to help increase awareness about recycling throughout the state. We are working with our partners to promote recycling at home, work and on the go to increase recycling rates in the state to 50 percent by 2011 through educational and social marketing efforts.

For more information about Recycle MORE...

Visit our website at www.recyclemoreminnesota.org

Call: 651-641-4589

Email: more@recycleminnesota.org

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