



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

## **Recycle MORE Minnesota**

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FOR IMMEDIATE RELEASE

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## **Recycle MORE Minnesota Campaign at Minnesota Zoo's Earthfest April 19 & 20<sup>th</sup>**

Are you ready for one wild party? Come to the Recycle MORE Minnesota booth at the Minnesota Zoo this April 19<sup>th</sup> & 20<sup>th</sup> for free eco-gifts and help your kids learn about recycling! We can all make a difference. Minnesotans have a strong desire to protect their beautiful state, and recycling is one simple thing that anyone young or old can do to help accomplish that goal.

Recycle MORE Minnesota is a multi-year campaign designed to increase recycling throughout the state. The campaign supports the agency's strategic plan goal of increasing our statewide recycling rate to 50% by 2011 (currently at 41%).

With an estimated 1.3 million tons of recyclable materials disposed of each year in Minnesota, finding ways to motivate the people and businesses of Minnesota to recycle more is important for our economy, environment, and energy needs. Unrecycled material has a significant impact on energy use, greenhouse gas production, and our economy. In fact, by reaching our 50% recycling rate goal, we will save 19 trillion BTU's of energy (equivalent to energy use of 163,000 homes), more than 3 million metric tons of CO<sub>2</sub> equivalent (equal to taking more than 400,000 cars off the road), and will add \$223 million dollars to Minnesota's economy. The recent Minnesota Climate Change Advisory Group (MCCAG) report specifically cited this campaign as an important means to achieve Minnesota's climate change goals.

To successfully reach this ambitious goal, the Recycle MORE Minnesota campaign will first target residents with messages about why recycling is important for everyone in Minnesota. Though many people recycle in Minnesota, our rates have not increased

significantly over the past 10 years and many people do not fully understand the true benefits of recycling. Through a targeted media campaign at the local level supported by state radio, movie theater, and print advertising, our goal is to increase people's recycling knowledge and participation. Other phases of the campaign will follow, including away-from-home recycling (currently under way), commercial, and schools/public entities.

The Recycle MORE campaign is advised by a diverse stakeholder group consisting of representatives from industry, local governments (both the Solid Waste Management Coordinating Board (SWMCB) and greater Minnesota counties), and State Representative Paul Gardner. The group meets regularly as we reach milestones in our work plan, and communicates via email as needed.

For more information about the Recycle MORE Minnesota Campaign, contact Mark Rust (651-215-0198), Tina Patton (651-215-0214), or Wayne Gjerde (651-215-0270), or visit [recyclemoremn.org](http://recyclemoremn.org).