



COURTESY OF CAPE COD CHAMBER

Showing the Cape Cod Chamber of Commerce's support and participation to the Mass Recycles Paper Campaign are (from left) Michele Pecoraro, chamber vice president; Matthew Ledin, commercial lender, Coastal Community Capital; Wendy Northcross, chamber CEO; Karen Cummings, chamber fiscal manager; Erin Watson, chamber sales assistant; Patti Lloyd, chamber vice president for sales; Danielle Beusang, chamber bookkeeper; Bonnie Coutu, chamber member services; Kathy Teahan, chamber health insurance coordinator and consultant; and Christina Bologna, administrative assistant, EntreCenter.

Cape Chamber, Foundation Join Paper Recycling Campaign

The Cape Cod Chamber of Commerce, including its visitor information centers, and the Cape Cod Arts Foundation, are joining the Mass Recycles Paper Campaign's comprehensive paper recycling project. Inspired by the 15 Cape Cod municipalities which have been called "trailblazers" for their early involvement in the Mass Recycles Paper Program that kicked-off on November 15, 2007, the Cape Cod chamber will be recycling its office paper, outdated tourism pamphlets and brochures, and all recyclable paper and cardboard.

"As we develop our 2008 strategies for fulfilling our mission to strengthen the economic viability, cultural richness, environmental sensitivity, and social needs of Cape Cod, the Cape chamber is paying increased attention to the importance of practices that will sustain the natural resources that are important to our health and our economy," said Wendy Northcross, CEO of the Cape chamber. "We are pleased to join

the Massachusetts Department of Environmental Protection in its partnership with recycling industry corporations in their goal to recover 1.5 million tons of recyclable paper that are put in the trash at a cost of \$100 million. Beginning last month, employees in the Cape Cod Chamber of Commerce office, the Arts Foundation building, as well as our visitor information centers will have recycle containers in their offices. Our trash haulers will pick up trash and recyclable paper and cardboard on an alternating basis because as more goes into recycling, less goes into the trash," continued Ms. Northcross.

To illustrate the enormity of the paper disposal practice a card distributed by the Mass Recycles Paper Campaign, reads, "Picture enough paper to fill Fenway Park to a height of 750 feet—as high as the Prudential Center." Every year people in Massachusetts throw this much paper into the state's solid waste landfills. As these 1.5 million tons of paper de-

compose, methane, a dangerous greenhouse gas, is created and more than 300 million metric tons of carbon dioxide equivalents are released into the atmosphere, the press release says.

The campaign's press release adds that in one year, for every 100 10-gallon bags of paper that are recycled, people can save the equivalent of nine trees, 120 gallons of fuel, and the production of 1.5 tons of carbon dioxide. Recycling this material can save the state, its towns and cities, and businesses money. As the Mass Recycles Paper promotion card states, "Recycling paper is easy; it saves natural resources, reduces greenhouse gas emissions, and it reduces disposal costs."

"It just makes good sense to recycle paper, and we are happy to join municipalities, businesses, and individuals on Cape Cod in protecting our environment, our health, and our budgets," concluded Ms. Northcross. To learn more about recycling paper, go to www.massrecyclespaper.org.