

TEMPLATE FOR PRESS RELEASE
TO ANNOUNCE YOUR MUNICIPALITY'S PARTICIPATION IN THE
MASS RECYCLES PAPER! CAMPAIGN

FOR IMMEDIATE RELEASE: (Date of release)

CONTACT: Name, Title, Phone #

(Name of City/Town) Joins Mass Recycles Paper! Campaign

Statewide Effort to Recycle More Paper Offers Economic & Environmental Benefits

Mayor/Town Manager (name) announced that the City/Town of (name) has joined the Mass Recycles Paper! campaign, a public/private partnership to reduce the 1.5 million tons of paper that is being thrown away annually in the Commonwealth at a cost of more than \$100 million.

"Recycling paper saves money and reduces global warming. That's why the City/Town of (name) has joined the **Mass Recycles Paper!** campaign. Together, with municipalities all across the state, we have pledged to do our part to recycle more paper," said Mayor (name).

The **Mass Recycles Paper!** campaign is a public/private partnership of MassRecycle, MassDEP, the US Environmental Protection Agency – New England, state and local officials, business leaders and concerned citizens. MassRecycle is a broad-based coalition with a 20-year history of advocating for and educating the public and policy makers about recycling.

"We thank (city/town name) for joining the **Mass Recycles Paper!** campaign," said **Mass Recycles Paper!** Campaign Chairwoman Claire Sullivan. "By resolving to do all that it can to help stop more than a million tons of paper from going to waste in the Commonwealth each year, (city/town) will be saving money and the planet,"

MassDEP estimates that 20 percent of the trash that is thrown away in Massachusetts is paper that could be recycled. Weighing in at 1.5 million tons, the amount of paper could fill all of Fenway Park and reach as high as the Prudential Center.

"Many people are under the false impression that it doesn't cost anything to throw away their trash, but in fact their tax dollars pay to dispose of waste," said MassDEP Acting Commissioner Arleen O'Donnell. "Imagine the savings each city or town could realize if they got paper out of the waste stream by recycling it instead. This could make a major impact on a community's annual budget."

"Encouraging people to recycle paper and other materials is a smart way to save money for our communities, while doing the right thing for a cleaner environment," said Robert Varney, regional administrator of EPA's New England office. "Everybody plays a part in protecting our environment, and the Mass Recycles Paper campaign is helping to provide recycling options to more Massachusetts citizens."

According to Mayor XX, (insert name of your city or town) paid \$XX (insert your total trash cost) in 2006 to dispose of XXXX tons of trash. At \$XX (insert your tip fee) per ton disposal fee, the city has the potential to save \$XXX,XXX (insert figure, which represents 20 percent of total trash disposal cost) by recycling paper which comprises at least 20 percent of the city's trash.

According to the city's Recycling Coordinator (insert name), almost any paper product, except for tissue paper, paper plates, towels and cups, and food-soiled paper can be recycled. Residents can recycle magazines, catalogs, mail (even with window envelopes), shredded paper, phone books, flat and corrugated cardboard, even spiral-bound, paper clipped or stapled reports. "Materials recovery facilities have the technology to sort and remove all the staples and paper clips, making it easy and convenient for us to recycle," he/she said.

In addition to saving money, recycling could generate much-needed income for the city/town. Recycled paper is a valuable commodity, in demand by paper mills around the world. Much of the mixed paper that is recovered from Massachusetts's municipalities goes to mills owned and operated by The Newark Group in Fitchburg and Haverhill. These mills convert the paper into paperboard, used for products such as book covers – including the new Harry Potter book, cereal and game boxes, aluminum foil boxes and pizza boxes.

According to MassDEP, the recycling industry bolsters the Massachusetts economy. Approximately 1,500 recycling businesses employ a total of 19,500 people, have a combined annual payroll of \$600 million and produce annual revenues of \$3.6 billion.

Recycling paper has vast environmental benefits. Recycling reduces greenhouse gas emissions and saves energy. According to MassDEP, in 2005, Massachusetts prevented the disposal of 9.6 million tons of waste through a combination of recycling, composting and other waste reduction. In addition to saving landfill space, waste reduction slows global warming by conserving natural resources, saving energy, and preventing pollution. In 2005, Massachusetts is estimated to have:

- Reduced greenhouse gas emissions by more than 2.6 million tons of carbon equivalent per year.
- Saved nearly 102 trillion BTUs of energy, equivalent to the annual energy consumption of 18 million barrels of oil, or nearly 820 million gallons of gasoline.
- Saved nearly 1.8 tons of iron ore, coal, and limestone and nearly 19 million trees.

For more information about recycling in city/town name, or to obtain additional recycling bins, call (name of person or department) at (phone number).