

## **Sample of Photo Release for Community Newspapers**

You can send your local newspapers a photo with a “deep caption” of one to two paragraphs in length to highlight your recycling efforts. In the example below, the City of Beverly had just begun mandatory cardboard recycling and a tour of one of the MRFs with MassRecycle provided an opportunity to take a photo in front of a huge pile of cardboard that was waiting to be baled and shipped to a paper mill. The Beverly Citizen ran the photo and caption on page 2.

FOR IMMEDIATE RELEASE: (Date)

CONTACT: Name, Title, Phone #

### **RECYCLE THAT CARDBOARD!**

Beverly's Recycling Director Peter Seamans and Waste Management Committee Chairwoman Mary Rodrick were among several dozen municipal recycling managers from throughout the Boston area who recently toured Empire Recycling in Billerica. Seamans and Rodrick posed in front of a huge pile of recycled cardboard that was waiting to be wrapped into bales and shipped to a paper mill where they would find new life as usable paper. Beverly residents are creating their own pile of recycled cardboard after mandatory cardboard recycling went into effect on March 1st. It was costing the city nearly half a million dollars to throw away cardboard, which is a valuable resource for paper mills.

MassRecycle's Northeast Municipal Recycling Council organized the tour of Empire Recycling. Empire Recycling is one of many rubbish removal and recycling handlers in the state and also operates its own material recycling facility where it sorts all kinds of recyclables, including newspaper, cardboard, office paper, mixed paper, plastic, tin and aluminum.