

For Immediate Release

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Statewide Campaign Reminds Residents, Businesses that Recycling is Critical to Mass Economy

Concord, MA – Now, more than ever, it's important to "curb your paper – all of it."

That's the message the *Mass Recycles Paper* campaign is sending to Bay State residents and businesses in a new ad blitz on the MBTA's red line. The ad campaign is focused on raising awareness about the different types of paper found in homes and offices that can be easily recycled through local recycling programs. Not only is recycling easy, but it also makes "cents," for Massachusetts cities and towns, as they save money for every ton of paper that's recycled, instead of paying to dispose of it.

While the revenue for old newspapers, magazines and cereal boxes is still relatively low compared to a year ago, the value of these materials to the Massachusetts economy is stronger than ever.

"Our 100% recycled paper mill in Fitchburg employs 135 workers," says Johnny Gold, Vice President of the Newark Group. "This state of the art paper mill makes paperboard for book covers, notebooks, and fiber tubing out of newspaper, office paper, catalogs and magazines collected from Massachusetts residents and businesses. So, keep the paper coming."

Many environmentally-aware Massachusetts businesses are on the same page, including Covanta Energy. "We firmly believe in recycling what paper we do use and encouraging our contract communities to do the same," said Meg Morris, Covanta's Director for Environmental Science & Community Affairs. "We're proud to be a financial supporter of the *Mass Recycles Paper Campaign*."

The Newark Group, along with other Massachusetts paper recycling businesses, such as Abitibi Bowater, Casella, Integrated Paper Recyclers and Waste Management/Recycle America, play a huge role in supporting the economy in Massachusetts by providing local jobs. Not only is employment a factor, but recycling jobs are proven to have less impact on the environment than a similar processor using virgin feedstock.

Studies show that recycling is a great benefit to Massachusetts residents, which is also why it's so important to remind people to keep recycling. The *Mass Recycles Paper Campaign*, a partnership between MassRecycle, Inc., MassDEP, EPA New England and other environmentally-aware companies has established an overall goal to increase the amount of paper recycled in Massachusetts each year.

Residents can learn more about how and why they should recycle more paper at home and in their businesses by visiting www.MassRecyclesPaper.org

ABOUT MASS RECYCLES AND MASS RECYCLES PAPER

MassRecycle, a broad-based coalition with a 20-year history of advocating for and educating the public and policy makers about recycling has decided to attack the problem head-on by launching the first-ever statewide campaign to recycle more paper. Mass Recycles Paper is a public private partnership of MassRecycle, MassDEP, the US Environmental Protection Agency–New England, state and local officials, business leaders and citizens like you. To learn more about paper recycling in Massachusetts, visit MassRecyclesPaper.org

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