

TEMPLATE FOR PRESS RELEASE
TO ANNOUNCE YOUR MUNICIPALITY'S PAPER SHREDDING EVENT

FOR IMMEDIATE RELEASE: (Date of release)

CONTACT: Name, Title, Phone #

(Name of City/Town) Holds Paper Shredding Event

(City/Town) Paper Shredding and Recycling Event Promotes Strong Economy, Reduces Disposal Expenses

Is shredded paper recyclable? You bet it is. That's why the **[City/Town]** of **[insert town name]** is holding a shredding event on **[insert date here]**. This shredding event is open to residents and small businesses from **[insert town name here]**. It's easy, come to the event and place your items to be shredded in a bin that is then emptied into a shredding machine for safe and confidential destruction of your documents. And the good news is, in the end this paper will be recycled.

In **[insert month here]** **[Mayor/Town Manager name]** announced that the **[City/Town]** of **[insert town 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. In efforts to support this campaign **[insert town name]** is one of many cities and towns from across the commonwealth that are holding paper shredding events.

Paper recycling is easier than ever. About 40 percent of the waste we generate at home is paper. In one **[bag/bin]**, we can recycle newspapers, inserts, magazines, catalogs, all colors of paper, wrapping paper, greeting cards, telephone books, thin cardboard (such as cereal, cookie and cracker boxes), unwanted mail, envelopes (even those with address windows), paperback books, corrugated cardboard and shredded paper.

Last year, **[Insert town name]** spent **[insert cost to dispose of paper]** to dispose of paper that could have been recycled instead of paying high disposal fees. The more paper you can divert to recycling, the more **[Insert town name]** will save and be free to spend those dollars on other necessary services.

For more information about **[Insert town name]**'s shredding event, visit the MassRecycles Paper Website at www.massrecyclespaper.org and click the "Community Spotlight" tab.

or call **[name of person or department]** at **[phone number]**.