

June 2008

# recyclemoreminnesota.org

## Working to Increase Recycling in Minnesota

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Great River Energy and its 28 member cooperatives, including Stearns Electric, have joined with the nonprofit Center for Energy and Environment to offer free Recycling of compact fluorescent light bulbs

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Finally, a way to recycle those yogurt containers and margarine tubs.

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Thoughts about bottled water

**Dear rebecca,**

Recycle MORE Minnesota thanks you for taking the time to read up about all that is new with recycling in the state of Minnesota. Please continue to check the website for upcoming events and notices.

### Recycle MORE Minnesota Launched Earth Day

This Earth Day (April 22nd) the Recycling Association of Minnesota (RAM) and the Minnesota Pollution Control Agency (MPCA) announced the launch of Recycle MORE Minnesota, a statewide educational campaign designed to promote recycling throughout Minnesota at home, at work and on the go.

Recycle MORE Minnesota will be an ongoing campaign with several phases: residential, commercial, schools and public entities, and away-from-home recycling. These phases will be instituted over the next several years to meet our state goal of increasing Minnesota's recycling rate to 50 percent by 2011.

Thinking differently. The MPCA has found that more than 1.3 million tons of currently unrecycled material (paper, plastic, glass, metals, etc.) could be recycled. This material is worth more than \$300 million. Recycle MORE Minnesota's educational efforts will make Minnesotans think differently about recycling. Not only is recycling great for the environment and reducing our energy consumption, but it is also good for Minnesota's economy. In 2006, the energy saved by Minnesotans recycling would be enough energy to heat 410,000+ households for a year. That's all of the homes in Duluth, Rochester, St Cloud, Minneapolis and St. Paul combined.

### Cinco de Mayo festival recycles for the first time!

The Recycle MORE campaign promoted the importance of recycling to St. Paul's Latino community at one of the biggest Cinco de Mayo festival's in the U.S. with over 100,000 people in attendance this May. Not only was recycling education a focus, the opportunity to recycle was offered at the event. The material collected for recycling included beverage containers and paper fiber.

"We wanted to reach out to a community who has not traditionally been targeted in regards to recycling education. The feed back we received from the community was really wonderful and encouraging," stated Maggie Mattacola, Director of Marketing & Communications, RAM.

The bins are also available for use at the many other festivals in St. Paul throughout the year such as Grand Old Days and the St. Paul Winter Carnival.

## Message in a Bottle (TM) Kicked Off May 15!



The Recycling Association of Minnesota (RAM) has teamed up with MRCI to start one of the most progressive recycling programs in Minnesota.

"We are trying to do something a bit different locally and hopefully expand the concept state-wide" Ellen Telander, Executive Director of RAM says. "Our focus will be to recycle bottles and cans from away from home locations using some very eye-catching

containers that look like giant soda bottles."

The signs around the bottles have been adapted from the Recycle MORE campaign's print materials, it provides recycling education and the opportunity to recycle. The bins were purchased by the recycle MORE Minnesota campaign as part of its advertising efforts. The people of Mankato were also pleasantly surprised when they "Got Caught Recycling" using the bins to recycle empty beverage containers. Those who "Got Caught" received a free Pepsi product.

"This program provides an opportunity for people to recycle while on the go," states Bonnie Barrer, Director of Sales and Operations of Pepsi-Cola Mankato, Inc.

The Message in a Bottle (TM) recycling program offers participating businesses free, recognizable recycling containers. Pick up service, through MRCI, is also free. The service is currently available for businesses located in Blue Earth County. It's a program that offers work in the community and a chance to make it a better place to live. The recycling program provides innovative vocational opportunities and a way for individuals to give back.

Sincerely;

Maggie Mattacola  
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