

**DRAFT NEWS RELEASE IF NOT CONDUCTING AN EVENT**

For Immediate Release  
Contact Info

**CELEBRATE AMERICA RECYCLES DAY THIS NOVEMBER**

**(YOUR CITY AND STATE)** - (*Your Town*) has partnered with the National Recycling Coalition and the N.C. Division of Pollution Prevention and Environmental Assistance to celebrate America Recycles Day on November 15. America Recycles Day works to raise awareness about the importance of recycling and buying recycled products.

The campaign's slogan, *It All Comes Back To You*, presents multiple messages. A recycled product can return to consumers as a new product, recycling comes back to consumers as an improved environment, and it is everyone's responsibility to recycle.

This year North Carolinians that electronically fill out the America Recycles Day pledge, which can be found here - <http://www.p2pays.org/ARD.html>, can be registered to win various recycled content prizes that include a metal fire pit, office supplies, kitchen supplies, and home and garden products.

"In addition to an array of environmental benefits, which include saving energy, preventing air and water pollution, and conserving natural resources by reducing the amount of virgin materials used for new products, recycling is also increasingly important to the state's economy," said Kelley Dennings, education and outreach coordinator for the N.C. Division of Pollution Prevention and Environmental Assistance. "In North Carolina, approximately 13,000 jobs are tied to the recycling industry. Numerous businesses are involved in the collection of an increasing range of materials, such as construction waste and computers, as well as traditionally collected household recyclables."

To learn more about recycling in (*Your Town*) call (*Your phone number*) or visit us on-line at (*Your web site*).

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*(Include event date, time, location and details)*

Each year, millions of people become better informed about the importance of recycling as a result of the national America Recycles Day campaign. The campaign encourages Americans to pledge to recycle more and buy recycled products. The campaign's slogan, *It All Comes Back To You*, presents multiple messages. A recycled product can return to consumers as a new product, recycling comes back to consumers as an improved environment, and it is everyone's responsibility to recycle.

"North Carolinians dispose of approximately 11 million tons of waste in landfills each year, much of which can be recycled," said Kelley Dennings, education and outreach coordinator for the N.C. Division of Pollution Prevention and Environmental Assistance. "We hope that this annual event reminds people to recycle at home, work and while out and about".

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"In North Carolina, plastic bottles collected from recycling programs across the state are transformed into new products in Enka, N.C.," said Dennings. "These products find their way back onto shelves and into our homes, where they can again be recycled."

To learn more about (*Your Town*) America Recycles Day activities call (*Your phone number*) or visit us on-line at (*Your web site*).

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