



Eddie A. Perez
Mayor

CONTACT:

National Recycling Coalition:
Kate Krebs, Executive Director
(202) 222-8843

Mayor's Office:
Sarah Barr, Director of Communications
(860) 522-4888 x6217

**MAYOR PEREZ LAUNCHES INNOVATIVE
HARTFORD RECYCLING PROJECT**

National Recycling Partnership Selects Hartford as its First Residential Recycling Pilot Project

Mayor Eddie A. Perez today announced a new initiative in Hartford aimed at dramatically improving residential curbside recycling and increasing residential recycling rates. With the support of the National Recycling Partnership – a coalition committed to improving recycling rates in the United States – the City of Hartford will implement a one-year pilot program called “Go Green Use Blue” to demonstrate the positive impact of making recycling more convenient for residents and offering household incentives to recycle.

Mayor Perez says, “Go Green Use Blue” is a simple way to combine the importance of recycling with customer friendly conveniences and incentives. “Like many other cities, Hartford can and will do a better job of coordinating its citywide recycling efforts, as well as educating and rewarding residents on the environmental and consumer aspects of this program. ‘Go Green Use Blue’ will be a win-win situation for our people, our environment, and our local economy.”

The pilot program will involve using “Single Stream Recycling,” a simple and environmentally friendly approach to recycling in which all recycled materials go into one large bin. This project will serve as a case study for other communities throughout the State on the benefits of investing in best management practices in residential recycling.

“This public/private partnership between the National Recycling Partnership and the city shows the commitment of our partners to demonstrate and evaluate best management practices for long-term enhancement of Hartford’s recycling program and at the same time the environmental health of the community,” said Kate Krebs, executive director of the National Recycling Coalition. “We commend Mayor Perez and the City of Hartford team for their leadership and commitment to improving recycling for the citizens of Hartford.”

Beginning in May 2008, approximately 5,000 Hartford households (about one-sixth of city-served households) will be provided with 64-gallon carts by the city in conjunction with its service partner RecycleBank. [Participants](#) can place all recyclables into this cart and - using RecycleBank's incentive system - be able to obtain coupons valued at up to \$400 per year for use at local retail establishments.

Hartford will be the first community in the nation to benefit from the National Recycling Partnership's grant program, which helps U.S. cities to demonstrate best managerial, technical and educational practices in residential recycling programs and show how recycling rates can be improved. The National Recycling Partnership is an alliance of the National Recycling Coalition (NRC), and the American Beverage Association, Food Marketing Institute, Grocery Manufacturers Association and International Bottled Water Association.

The National Recycling Partnership initiated the grant program to address the stagnant recycling rates across the country. With the bulk of recyclables being consumed in homes, underperforming curbside recycling programs explain much of the weakness in recycling rates in recent years.

"The American Beverage Association is proud to be a founding member of the National Recycling Partnership and its efforts to increase recycling among consumers," said Susan K. Neely, president and CEO, American Beverage Association. "Hartford's new recycling pilot program will give residents an easy, convenient way to recycle all recyclables, which will have a lasting impact on our environment."

"The Hartford project will show how industry, government and citizens can unite to dramatically increase recycling of all materials. It could not be more timely with Americans seeking solutions to a wide range of environmental issues. This program should demonstrate that holistic recycling strategies are far more effective than piecemeal efforts," remarked Tim Hammonds, Food Marketing Institute president and CEO.

"Environmental sustainability is a top priority for the food, beverage and consumer products industry," said President and CEO of the Grocery Manufacturers Association Cal Dooley. "Smart, common sense consumer recycling programs are critical to the success of local, regional and national efforts to protect our planet. We applaud and support Mayor Perez and the City of Hartford for this bold initiative and for taking a lead in this important endeavor."

"Broad-based curbside recycling approaches such as the Hartford pilot program provide effective solutions that will help increase recycling rates," said IBWA President and CEO Joe Doss. "The bottled water industry is proud to support these important actions that apply real-world measures to the recycling challenges facing all packaged consumer goods. We are confident that the comprehensive Hartford program will capture the greatest variety of recyclable materials and make great strides in increasing recycling rates for all consumer packaging and other recyclable items."

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