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## Who's Hartford's Recycling Hero? You Are!

*Recycling Superhero created to encourage Hartford residents to recycle more;  
City partners Hartford's Recycling Hero with Recyclebank  
To increase economic and environmental benefits of recycling*

**JUNE 3, 2011**—Hartford City officials and representatives from [Recyclebank](http://www.Recyclebank.com)® on Friday greeted moviegoers at Bow Tie Cinema Palace 17 and Odyssey Theatre to announce the debut of Hartford's Recycling Hero and promote the rollout of the Public Service Announcement "now showing" in theatres. The superhero character was designed to empower residents to increase the amount they recycle with their single-stream recycling carts and she makes her debut the same weekend that "X-men: First Class" arrives in movie theatres.

Hartford is no stranger to recycling. Single-stream recycling and the Recyclebank partnership came about in 2008. The pilot program was so successful that it went citywide a year later. The company rewards Hartford residents who sign up to make everyday green actions turn into discounts and deals from local and national businesses.

"Hartford is getting much better when it comes to recycling, but we can still do more," said Mayor Pedro E. Segarra. "In the last 10 months, Hartford residents recycled more than 3,830 tons, saving Hartford more than \$264,000. That's an astounding amount; however, we can all be heroes and help save the world by recycling more. Hartford's Recycling Hero inspires all of us to do just that!"

The City's Department of Public Works teamed up with local artists from Young Studios to design an environmentally conscious superhero. Her source of power is her crown of recyclables, which she collects and ensures are properly recycled. The blue and green accents on her costume are a nod towards Hartford's "Go Green, Use Blue" program and the blue bins residents use to recycle. Hartford's Recycling Hero wears a green cape and her boots are emblazoned with the "Reduce, Reuse, Recycle" arrows to remind Hartford residents to take green actions.

"There's a Recycling Hero in all of us," stated Mayor Segarra. "The city provides all residents with the opportunity to recycle either with a blue single-stream recycling cart or the new recycling center off of Jennings Road. Each time we stop and think twice about throwing something away and instead recycling it, we improve our quality of life, reduce disposal costs and help ensure that our city will be healthy for future generations."

With Recyclebank, Hartford residents earn points each time they recycle, similar to a frequent flyer program, only instead residents earn points for being green. They can use those points to "shop" at [www.Recyclebank.com](http://www.Recyclebank.com) for rewards like discounts and deals from local and national businesses.

"When you recycle, Recyclebank rewards you for it," said Beth Kean-Waddell, Northeast Vice President at Recyclebank. "When given this type of incentive, people tend to do the green thing. It's nice to be rewarded for doing something good. In Hartford, we've witnessed an amazing change in behavior—residents are motivated to recycle more and recycling has doubled. We're proud of the City's residents and are excited to see how Hartford's Recycling Hero motivates even more people to go green."

"The Recyclebank program was a great first step in motivating Hartford residents towards more sustainable actions. Hartford's Recycling Hero is the next big step towards a more sustainable Hartford," said Marilyn Cruz-Aponte, assistant to the director at the City's Department of Public Works. "However, Hartford's Recycling Hero is every Hartford resident who can make a difference."

Hartford accepts plastics #1 through #7 (with the exception of plastic bags), glass bottles and jars, steel and aluminum cans, newspaper, cardboard boxes and other paper products, including waxy milk and juice cartons. For more information on recycling in Hartford, residents can call 311 or visit [www.Hartford.gov](http://www.Hartford.gov). To earn rewards for recycling, residents must register for a free account with Recyclebank and verify their home address. They can do so online at [www.Recyclebank.com](http://www.Recyclebank.com) or by calling 1 (888) 727-2978.

#### ABOUT RECYCLEBANK

Recyclebank® helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from more than 3,000 local and national businesses. Through its online platform and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank is empowering individuals to make a collective impact on the environment by increasing household recycling, reducing household energy usage and learning to live greener lives. Recognized as a Technology Pioneer by the World Economic Forum, a Champion of the Earth by the United Nations Environment Program and for Outstanding Excellence in Public/Private Partnerships from the U.S. Conference of Mayors, Recyclebank is headquartered in New York City. For more information, visit [www.Recyclebank.com](http://www.Recyclebank.com).

