



Department of Utilities
Office of the Director

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FOR IMMEDIATE RELEASE**

City of Sacramento and AT&T Real YellowPages Join Forces to Encourage Recycling of Old Phone Books *First 300 Children to Recycle Phone Books at FairyTale Town Goes Green will Receive Free T-Shirt*

WHO/WHAT:

The City of Sacramento Department of Utilities teams up with AT&T Real YellowPages to offers the first 300 children who recycle their outdated AT&T phone books at *FairyTale Town Goes Green* a free Project ReDirectory T-Shirt

WHEN/WHERE:

FairyTale Town Goes Green is on Saturday March 13, 2010 from 11-3 p.m.
3901 Land Park Drive, Sacramento, CA 95822

WHY:

Each year, local phone companies deliver new phone books to over 130,000 residences in Sacramento. Recycled phone books can be used to make several new products including recycled paper, lumber, insulation, egg cartons, mulch and other supplies. Additionally, each ton of recycled paper saves 3 yards of landfill space, 4,000-kilowatt hours of energy and 7,000 gallons of water.

If residents cannot attend FairyTale Town Goes Green, they are encouraged to place their phone books in their blue recycle containers for proper recycling.

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DEPARTMENT
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Making a Difference in your Neighborhood