

RecycleBank



MEDIA CONTACTS

SACRAMENTO

Jessica Hess, Media and Communications Specialist
916-808-8260 or jhess@cityofsacramento.org

RECYCLEBANK

Melody Serafino, Group SJR
646-833-0206 or mserafino@groupsjr.com

FOR IMMEDIATE RELEASE

Sacramento and RecycleBank Team Up for Innovative Partnership

*City Looks to Increase Recycling, Decrease Recycling Contamination,
and Save Money with New Rewards-for-Recycling Program*

NEW YORK (Monday, May 24, 2010) — Residents in Sacramento now have a new incentive to go green. Through a pilot program offered by a public/private partnership with RecycleBank, residents of Sacramento's South Meadowview neighborhood will receive valuable rewards such as savings on groceries, pharmacy costs, sporting goods, school supplies and much more—for their recycling efforts. The program begins today, and city officials expect to see an increase in clean recyclables, a marked decrease in contamination, and meaningful savings on items such as groceries and household items for their residents. Sacramento is the second city in California to collaborate with RecycleBank, following Los Angeles, which began its program in April. RecycleBank is funded by a grant from the CalRecycles—State of California Department of Resources, Recycling and Recovery.

RecycleBank is a rewards program that motivates people to take greener actions, like household recycling, by rewarding them with points that are redeemable for rewards from local and national retailers, restaurants, pharmacies, grocers, and more. Similar to frequent flier programs, the more families recycle, the more RecycleBank points each household earns.

Sacramento is piloting the rewards program to help encourage proper recycling in the blue containers, decreasing contamination. Recycling contamination occurs when non-recyclable items or when unclean items are placed in the blue recycling containers. When sorted, these items are removed and taken to the landfill. The city hopes that the incentives of rewards will help the South Meadowview neighborhood to embrace the recycling program, become more conscious of what they are recycling and ensure that only recyclables are placed in the blue recycling containers for maximum RecycleBank Point earning.

"We want to lead the way in making Sacramento a greener, more sustainable city and part of that is the need to decrease our contamination of recyclables," Mayor Kevin Johnson said. "The City of Sacramento is proud of its commitment to sustainability. The Department of Utilities' blue container recycling program is an important component of this commitment and of our goal to be one the greenest city in the country. Partnering with RecycleBank is a proven way to protect our environment, help the local economy, keep our community cleaner and provide real savings to Sacramento households that recycle."

"RecycleBank is helping to create a culture that encourages people to take simple steps towards greener lifestyles," RecycleBank Vice President and General Manager Axel Newe said. "We're excited to further expand our services in California and bring valuable rewards to the families in Sacramento, while helping the City reach its environmental goals."

This month, pilot program households received a letter from Mayor Johnson introducing the program and RecycleBank followed up with information on how to set up personal RecycleBank accounts. To receive RecycleBank Points for recycling, residents must sign up with the program and can then redeem points for valuable rewards. Residents can sign up by visiting www.RecycleBank.com or calling 1-866-563-0114.

Redeeming RecycleBank Points is just like shopping online with more than 20 categories to choose from, including Food and Grocery, Sports and Recreation, Entertainment, Restaurants, Health and Beauty, and more. Local reward partners include Safeway, National Grocery, Bugambillias Mexican Restaurant, Athletes Foot, Quizno's Subs and many more. Residents can

REWARDS/FOR PEOPLE & PLANET

95 Morton Street 7th Floor, New York, NY 10014 / P: 212.659.9900 / F: 212.504.2838 / info@RecycleBank.com / www.RecycleBank.com

also choose from a host of national partners such as Nature Made, Coca-Cola, CVS/pharmacy, Scott Naturals, Huggies, Purex Natural Elements, McDonald's, Bed Bath & Beyond, and Dick's Sporting Goods among many others.

“By participating, residents have the ability to earn and redeem RecycleBank points for hundreds of dollars worth of rewards, discounts and merchandise,” Mayor Johnson added. “With the tough economy, these savings translate into real value for our residents. Plus, it’s nice to be rewarded for recycling the right way.”

Program boundaries are Meadowview Road (north), Freeport Boulevard (west), City Limits (south), Meadowview City Services Complex (east). RecycleBank currently services more than one million people across 26 states and in the United Kingdom. Since 2005, more than 300 participating communities have recycled over 284,291 tons of material, helping to save close to 35 million gallons oil, 4.2 million trees, and a reduction of 866,811 metric tonnes in carbon emissions.

###

WHAT’S RECYCLABLE IN SACRAMENTO

Below is a list of materials accepted in the blue recycling containers. Sacramento utilizes single-stream recycling, in which all items go into the same blue container. Please note, electronic or computer equipment is not accepted in blue containers.

PAPER	<ul style="list-style-type: none"> • Cardboard (must be broken down and placed in the recycling bin) • Boxboard (i.e., shoe boxes, tissue boxes and cereal boxes) • Newspaper • Magazines, catalogs and glossy paper • Paper bags • Paper packaging 	<ul style="list-style-type: none"> • Egg cartons • Junk mail • Phone books and soft cover books • Envelopes (labels or windows okay) • Office paper (all colors) • Shredded paper in clear bags
	<p>PLEASE NO: hardcover books, binders, tissue, towels, paper with plastic coatings (such as photographs for label backing), food-soiled paper, waxed paper, or foil-lined paper, or non-tearing envelopes</p>	
PLASTIC	<ul style="list-style-type: none"> • All CRV containers accepted • Bottles and jugs • All colors – lids/caps removed • All numbers accepted • Rinsed and empty • Plant pots (no ceramic) 	<ul style="list-style-type: none"> • Tubs and containers (i.e., yogurt, margarine) • Buckets, pales and crates • Plastic bags (please stuff several bags inside each other) • Laundry baskets
	<p>PLEASE NO: Styrofoam® or packing peanuts (packing peanuts can be taken to a UPS store)</p>	
GLASS	<ul style="list-style-type: none"> • Bottles and jars (labels okay) • All colors, lids removed 	<ul style="list-style-type: none"> • Rinsed and empty
	<p>PLEASE NO: Window glass, mirrors, crystal, Pyrex®, ceramics, light bulbs, or fluorescent lamps/tubes</p>	
METAL	<ul style="list-style-type: none"> • Aluminum cans • Tin and steel cans • Clean aluminum pans and foil • Empty aerosol cans 	<ul style="list-style-type: none"> • Small scrap • Pots, pans and utensils • Loose lids from jars
	<p>For more information, visit http://www.cityofsacramento.org/utilities/solid-waste-recycling/residential/residential_curbside_recycling.cfm</p>	

ABOUT THE CITY OF SACRAMENTO DEPARTMENT OF UTILITIES

The City of Sacramento Department of Utilities provides high quality, environmentally friendly water, sewer, drainage and solid waste services to the residents and businesses of Sacramento. The Department is proud to offer education and incentives for residents and businesses to reduce, reuse and recycle and to conserve and preserve natural resources. For more information about the Department of Utilities, please visit www.cityofsacramento.org/utilities.

ABOUT RECYCLEBANK

RecycleBank® motivates people to recycle and rewards consumers for taking greener actions with points that can be redeemed from participating local and national business partners. Through collaboration and innovation, RecycleBank is helping to create a culture that encourages people to take simple steps towards greener lifestyles. With new products and services like residential recycling, product reuse, expanded e-waste recycling, responsible disposal or simply focusing on using what already exists in the world today, we believe that making greener choices shouldn't feel at all like a trade off. It should be a trade up, and so RecycleBank rewards you every step of the way. RecycleBank currently provides service to over one million people across the U.S. and the U.K. and has been recognized with a number of business and environmental awards, including being named as a Champion of the Earth by the United Nations Environmental Programme, a Technology Pioneer by the World Economic Forum and with the 2010 Outstanding Achievement in Public/Private Partnerships from the US Conference of Mayors. RecycleBank is headquartered in New York City. For more information, visit www.RecycleBank.com.