



News Release

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Recycling & Solid Waste Division Launches Sacrecycle.Org *Includes a New Twitter Site and Revised Facebook Page*

Today the City of Sacramento's Recycling & Solid Waste Division officially launches www.sacrecycle.org as well as its new Twitter site www.twitter.com/sacrecycle.org. The revised website, Twitter page and new name are part of the division's plans to increase public education regarding the city's garbage, recycling and yard waste services.

The new site also previews the New Ways New Days campaign, the division's upcoming education and outreach effort about the July 1, 2013 changes to garbage, recycling and yard waste services. Information is also being posted on the new twitter site and Facebook page at www.facebook.com/sacrecycle.org.

Among the several website improvements, Sacrecycle.org features an easy way to discover how to properly recycle or dispose of hundreds of items. City residents can enter an item, such as motor oil, and their zip code and get instant information on how to handle the material locally. In the case of oil, residents will receive information on making an appointment for city curbside pickup.

"Sacrecycle.org is the first of several communication tools we will be using to inform our customers about the move to containerized yard waste and every-other-week recycling," says Steve Harriman, Integrated Waste Manager. "Along with our web and social media efforts, there will be advertising, direct mail and visits to neighborhood groups and events. Later this spring we plan to release the new recycle collection calendar, that will take effect July 1, 2013, and launch a text and email alert application so customers can be easily notified of their A or B recycle week."

More information on the new website and service changes can be found at www.sacrecycle.org or by calling 311.



