



KEEP
PENNSYLVANIA
Beautiful



CONTACT

Contact Name: Michelle Dunn

Contact Telephone: 724-836-4121

Contact Email: mdunn@keppabeautiful.org

Website: <http://recycle-bowl.org>

Website: www.keppabeautiful.org

FOR IMMEDIATE RELEASE

Keep America Beautiful, Keep Pennsylvania Beautiful and PROP Announce Pennsylvania School Recycling Winners!

Riverside Elementary West wins \$1000 prize

Greensburg, PA (February 9, 2012) – Keep America Beautiful, Inc., the nation's largest volunteer-based community action and education organization, announced the Pennsylvania winner of "Recycle-Bowl," the first comprehensive nationwide recycling competition for elementary, middle, and high-school students. First place in the Pennsylvania school versus school division went to Riverside Elementary West in Lackawanna County, where students recycled 35 pounds of waste per capita, earning \$1000 in prize money for the school. Students will be recognized at a special awards ceremony at the school this month.

"Keep America Beautiful is thrilled with the success of Recycle-Bowl's inaugural year and our congratulations go out not just to Riverside Elementary West, but to all participating schools for their work in showing how small changes can make a huge impact," said Matt McKenna, President and CEO of Keep America Beautiful. "Teachers and recycling coordinators report that the competition provided them with a mechanism to start or improve their school's recycling operations. Importantly, they tell us it also provided them with invaluable teaching moments about sustainability, math, science, and social studies."

From Oct. 17 through Nov. 12, 2011, participating schools recycled as much as possible. The total amount of school only recyclables recovered during the 2011 competition added up to 2,088,000 pounds, which in turn prevented the release of nearly 990 metric tons of carbon dioxide equivalent (MTCO₂E). In real-world terms, this reduction in greenhouse gases is equivalent to the annual emissions from 154 passenger cars; 191,998 gallons of gas; or nearly 7.4 million gallons of water.

Nestlé Waters North America sponsored this year's Recycle-Bowl competition. "We're eager to see more recycling in our schools and to help students learn how important recycling is," said Christine Korduba, Communications for Nestle Waters North America. "We're excited to partner with Keep America Beautiful and every participating school on this important recycling initiative."

Additionally, Keep Pennsylvania Beautiful and Greenstar Recycling will be awarding \$500 at special award ceremonies to the four Recycle-Bowl runner-up schools in Pennsylvania. The four schools are Stroudsburg Middle School (26 pounds), Monroe County, Greenfield School (18 pounds), Philadelphia County, Mill Hall Elementary (16 pounds), Clinton County, and Phillipsburg-Osceola Area Senior High School (10 pounds), Centre County.

"Greenstar is proud to be associated with Keep Pennsylvania Beautiful and Recycle-Bowl. The competition is a great way to highlight that recycling is one of the best, most cost effective ways to conserve our natural resources and reduce carbon emissions. Healthy behavior changes in families often starts with the children," said Matt Delnick, CEO of Greenstar Recycling. "Congratulations to all of the participants – recycle and everybody wins."

Riverside Elementary West was also the winner of Greensylvania competition sponsored by the Professional Recyclers of Pennsylvania and was awarded an additional \$250 for recycling the most paper per capita in Pennsylvania.

Recycle-Bowl By The Numbers:

- 1,223 schools registered – 1% of all U.S. public and private schools.
- More than 500,000 students participated in the competition.
- On average, 5.32 pounds of material was collected per person in the school versus school division during the four weeks of the competition.
- 67% of schools saw “significant” or “some” increase in the amount of material recycled.
- 2% of schools started a recycling program because of Recycle-Bowl.
- If all students in America recycled at the rate of this year’s Recycle-Bowl competitors, approximately 1.8 million tons of material would be diverted annually from landfills. That would be the weight of 156,000 school buses!

A full list of statewide winners can be found at www.Recycle-Bowl.org.

For information about the Recycle-Bowl competition, visit www.recycle-bowl.org. To sign-up to receive updates for next year’s competition, visit <https://www.research.net/s/R-BInterest>.

About Keep America Beautiful

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. This national nonprofit forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.kab.org.

About Keep Pennsylvania Beautiful

Keep Pennsylvania Beautiful’s mission is empowering Pennsylvanians to make our communities clean and beautiful. Since 1990, Keep Pennsylvania Beautiful and its volunteers have removed over 87 million pounds of litter from Pennsylvania’s roadways, greenways, parks, forests, and waterways. To learn more about Keep Pennsylvania Beautiful, visit www.keppabeautiful.org.

About Professional Recyclers of Pennsylvania

The Professional Recyclers of Pennsylvania (PROP) is a non-profit association of recycling professionals dedicated to promoting and enhancing the interests of recycling, recycling programs, composting, and composting programs in Pennsylvania through education, information exchange, technical support, applied research and coordination of recycling industry initiatives. PROP’s goal is to establish and improve information networks among programs and between public and private sector recycling professionals. To learn more about PROP, visit www.proprecycles.org.

About Nestlé Waters North America

With 35 years of experience promoting healthful hydration in the bottled water segment, Nestlé Waters produces six regional spring water brands in the U.S., three international brands, and Nestlé Pure Life, its nationally distributed purified bottled water. The company's dedication to quality, employee development, community partnering, and its commitments to environmental stewardship, especially in the areas of water use, energy and packaging, have led Nestlé Waters to the number one bottled water position in the U.S.

About Greenstar Recycling

As a leader in single stream recycling, Greenstar Recycling’s advanced capabilities provide both municipal and commercial recycling partners the convenience of being able to place all of their recyclables into a single container, which will then be sorted and processed at our facility. In addition to eliminating time spent separating commodities, it also reduces the cost of collection overall. To learn more about Greenstar Recycling, visit www.greenstarrecycling.com.

###