



Contact: Stephanie Larson  
Tel: 724-836-4121  
Email: [slarson@keeppabeautiful.org](mailto:slarson@keeppabeautiful.org)  
Web site: [www.keeppabeautiful.org](http://www.keeppabeautiful.org)

## **FOR IMMEDIATE RELEASE**

### **Keep Pennsylvania Beautiful Encourages Participation in RecycleMania**

**(January 12, 2017)** – Keep Pennsylvania Beautiful is encouraging colleges and universities in Pennsylvania to participate in the RecycleMania competition. Sponsored by Keep America Beautiful, RecycleMania is a friendly competition and benchmarking tool for college and university recycling programs to promote waste reduction activities to their campus communities.

Over an 8-week period each spring, colleges across the United States and Canada report the amount of recycling and trash collected each week and are in turn ranked in various categories based on who recycles the most on a per capita basis, as well as which schools have the best recycling rate as a percentage of total waste and which schools generate the least amount of combined trash and recycling. With each week's updated ranking, participating schools follow their performance against other colleges and use the results to rally their campus to reduce and recycle more.

The deadline to register for 2017 is February 3. The competition begins on February 5 and runs through April 1. For more information visit [www.recyclemaniacs.org](http://www.recyclemaniacs.org).

"RecycleMania offers a fun incentive to improve efforts on college campuses to reduce waste generation. It is a way to build school spirit and engage and motivate student bodies to be responsible about the amount of waste that is being generated and how that waste is handled," said Shannon Reiter, President of Keep Pennsylvania Beautiful. "We encourage campus recycling coordinators to join the competition!"

The Pennsylvania winners of the 2016 RecycleMania competition were Saint Joseph's University in Philadelphia who was named the Grand Champion with a recycling rate of 48.9%. The Per Capital Classic winner was Bucknell University in Lewisburg who recycled 26.5 pounds per capita. The 2016 tournament featured 350 schools participating from 48 states and the District of Columbia and Canada.

#### **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 121 million pounds of litter from Pennsylvania's roadways, greenways, parks, forests, and waterways. To learn more about Keep Pennsylvania Beautiful, visit [www.keeppabeautiful.org](http://www.keeppabeautiful.org).

###