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FOR IMMEDIATE RELEASE

America Recycles Day 2010 Raised Awareness and Encouraged Action

-- High participation signals a growing interest in recycling issues --

STAMFORD, Conn. (Feb. 28, 2011) – The results are in. On November 15, 2010, two million people gathered at more than 2,000 events across the country to celebrate recycling and mark the 13th year of America Recycles Day (ARD), a nationally-recognized initiative led by Keep America Beautiful (KAB) dedicated to encouraging people to recycle more at home, at work and on the go.

United by the theme, “I Recycle,” a total of 1,819 grassroots organizers held recycling events in their communities that ranged from electronics recycling drives and paper recycling competitions to recycled art fashion shows and flash mobs. Local events involved 13,771 organizations including schools, universities, non-profits, government agencies and businesses.

America Recycles Day, which is recognized annually on November 15, is the only national initiative of its kind focused on celebrating and increasing recycling in the United States. KAB leads America Recycles Day by providing resources and materials to a vast network of volunteer organizers that educate residents and encourage recycling through local events and activities.

Some highlights from the 2,000 events that were held across the country:

- **Washington, D.C.** – President Barack Obama issued a [proclamation](#) lauding the efforts of America Recycles Day, and committing the Federal Government to greater recycling and waste reduction efforts.
- **Anchorage, Alaska** - Over 150 recyclers organized a flash mob at a local festival and, donning green recycling shirts and posters, encouraged 2,000 festival attendees to participate in Anchorage’s ARD activities and events. [\[Video\]](#)
- **Las Vegas, Nevada** - University of Nevada, Las Vegas celebrated its Homecoming Football game with over 16,000 attendees. During the pre-game festivities, Don’t Trash Nevada volunteers educated fans and collected recyclables.
- **Akron, Ohio** - 25 public schools held a month-long mixed paper competition. In addition to bragging rights, pizza parties and cash prizes were at stake. 35 tons of paper and cardboard were collect in November.

- **Texas** - Over 30 communities united to collect and recycle nearly 375 tons of electronic waste. In addition to keeping the waste out of landfills, the organizers ensured that the electronics were recycled in Texas.

America's leading companies and organizations support recycling through sponsorships and partnerships with America Recycles Day 2010: Alcoa Foundation, American Chemistry Council, Anheuser-Busch, Earth911.com, Disney's Friends for Change, Naked Juice, Nestlé Waters North America, PepsiCo and Waste Management.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of over 1,200 affiliate and participating organizations, Keep America Beautiful forms public private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. To join America Recycles Day, visit www.americarecyclesday.org. To learn more about Keep America Beautiful, visit www.kab.org.

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