



N.C. Department of Environment and Natural Resources

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NEW STATE RECYCLING CAMPAIGN FEATURED AT AZALEA FESTIVAL

RALEIGH —Last year, North Carolina citizens could have saved local governments \$1.3 million. How? By getting less junk mail. And \$20 million in revenue could have been generated for North Carolina businesses, citizens and communities. How? By recycling aluminum cans.

These are just a few illuminating facts that North Carolina's new recycling campaign, RE3 (REduce, REuse, REcycle), will share with residents across the state. The first stop on RE3's festival tour is Wilmington's Azalea Festival, April 9 and 10. Funky materials, fun people and information about area recycling will be available at the RE3 booth.

The RE3 campaign is aimed at getting North Carolinians recommitted to recycling so that they make full use of local recycling opportunities, such as curbside and drop-off programs. Increased participation in municipal recycling program can be a huge cost savings to the local government, as it decreases the overall disposal fee for trash by diverting more materials from landfills and into the recycling bin. From there, these materials can be transformed into new a whole array of products, including new cans, bottles and paper, carpet and even T-shirts!

While recycling services are available across the state, only about half of all North Carolinians recycle. Increasing the public participation rate will make more materials available for the many businesses that collect, process and use recyclables. Recycling has already created 14,000 jobs in North Carolina. Based on a 1994 jobs study, just a 20 percent increase in recycling would create as many as 500 new jobs. So not only is greater recycling participation good for local government efficiency, it's also good for the state's economy.

With considerable benefits at stake for North Carolina, RE3 encourages everyone to recycle everywhere. It's the easiest everyday thing citizens can do to actively protect the environment, helping reduce air and water pollution and saving resources and energy. When RE3 hits the state, starting with the Azalea Festival and continuing through the summer with workshops and festivals across North Carolina, it will bring new excitement to recycling and will help communities and the public achieve their recycling potential.

So what are you waiting for? Find a bin!

A product of the Division of Pollution Prevention and Environmental Assistance, RE3 is a new recycling campaign aimed at 20-somethings across the state. For more information about RE3, contact Keefe Harrison of DPPEA at Keefe.Harrison@ncmail.net or (919) 715-6507.

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