



N.C. Department of Environment and Natural Resources

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X-GAMES/SURF CAMP PROMOTION KICKS OFF STATE'S NEW RECYCLING CAMPAIGN

RALEIGH – The N.C. Division of Pollution Prevention and Environmental Assistance is targeting 20-somethings and their recycling habits by kicking off a new recycling campaign. The RE3 (REduce, REuse, REcycle) 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.



To help grab the attention of its target audience, DPPEA has teamed up with Time Warner, SoBe, Wilco/Hess, Lowes Foods and Surf Camp to offer two exciting trips through the RE3.org Web site. Site visitors can register to win a grand prize trip for two to the Los Angeles X-Games, or a second-place prize of a week at Surf Camp at Cape Hatteras or Wrightsville Beach, North Carolina. These sponsors recognize the need to increase recycling in the state to help make local programs more efficient, create jobs and reduce the rapid growth of landfill disposal.

RE3 encourages everyone to recycle everywhere, as the easiest everyday thing that citizens can do to actively protect the environment. Increased participation in a municipal recycling program can be a huge cost savings to local governments, 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 everything from furniture to car parts to kitty litter. Recycling can also bring in money — last year alone, \$20 million in revenue could have been generated for North Carolina businesses, citizens and communities by recycling aluminum cans.

Increasing the public participation rate would also make more materials available for the many businesses that collect, process and use recyclables. Recycling has created 14,000 jobs in North Carolina. 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.

From April to August, the RE3 crew is taking its act on the road and setting up its tent at festivals across the state to promote recycling, reinforcing this message by using funky, hip posters, innovative television commercials and edgy cinema ads. In addition, workshops will be held for recycling coordinators, environmental educators and all others interested in joining the RE3 mania. Workshop participants will receive *React*, a resource book outlining the RE3 campaign, containing N.C. recycling stats and facts, a social marketing overview and all the other ingredients for extreme recycling efforts.

For more information about RE3, contact Keefe Harrison of the Division of Pollution Prevention and Environmental Assistance at Keefe.Harrison@ncmail.net or (919) 715-6507.

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