

Michael F. Easley, Governor

William G. Ross Jr., Secretary



N.C. Department of Environment and Natural Resources

Release: Immediate
Date: June 15, 2004

Contact: Diana Kees
Phone: (919) 715-6515

RECYCLING BY TOURISTS COULD BOOST PENDER COUNTY'S DIVERSION RATE

RALEIGH – Pender County hopes magnets will attract its citizens and visitors to the idea of recycling.

The N.C. Division of Pollution Prevention and Environmental Assistance (DPPEA) is currently working with Pender County to promote CleanUp.Org, a Web site that offers free local recycling information to residents and visitors. This month, CleanUp.Org magnets will be placed on the refrigerators in hotels and rental units all along the coast. The magnets will also list the toll-free number, 1-800-CLEANUP, which visitors can call for recycling/conservation information when Internet access is unavailable.

DPPEA will deliver approximately 15,000 magnets this month to businesses up and down the coast – including more than 1,000 magnets to the Pender County area – in hopes that the project will increase recycling rates along the entire North Carolina coast. The CleanUp.Org system currently lists 468 recycling locations in North Carolina, but the project's goal is for the system to list all North Carolina recycling locations, and to integrate the magnets into hotels and rental agencies statewide.

Pender County, like many municipalities throughout North Carolina, is battling trash collection and disposal options. With its limited recycling options, in 2002-03 Pender County ranked 58th in the state in its recovery rate for recyclables. Encouraging the county's many visitors to recycle could greatly increase this rate and lessen the strain on landfill space.

The CleanUp.Org system lists 10 convenience centers within Pender County. The addresses, hours of operation, and listings of accepted items for these sites are easily accessible through the system. Beach water quality data for the entire North Carolina coast can also be accessed through the system, including data specific to Pender County.

The CleanUp.Org Web site/phone system began as the Arizona Recycling Hotline and was expanded into a national resource by the Environmental Protection Agency (EPA) in 1995. The system offers the public a 24-hour bilingual hotline, fun activities for children, teacher resources, conservation tips and much more. The system provides a simple way to get information to the public as a partner to local governments, nonprofit groups and private sector businesses.

Pender County area hotels and rental agencies participating in the CleanUp.Org magnet project include:

Surf City – Beach Properties of Topsail Island Inc., Island Real Estate by Cathy Medlin, The Sea Star Inn and Beach Club

North Topsail – ERA Tetterton Atlantic Beach for the Villa Capriani Resort.

Topsail – Topsail Motel and Sea Path Realty.

Hotels or rental agencies interested in participating by placing the magnets on the refrigerators in their units can call Jennifer Banks, DPPEA recycling intern, at (919) 715-6536.

###