



## N.C. Department of Environment and Natural Resources

---

Release: Immediate  
Date: June 28, 2005

Contact: Chris Frazier  
Phone: (919) 715-6515

---

### EAST CAROLINA STUDENT PUTS A NEW FACE ON RECYCLING

RALEIGH — You may be seeing a lot of Kenny Rountree soon. The East Carolina junior's face is on about 100 recycling trucks driving around the state, he's currently appearing in two statewide television commercials and his image will be plastered on 4.5 million Mountain Dew® cans distributed in North Carolina this month.

Rountree is one of the fresh faces of RE3 (REduce, REuse, REcycle), the state's new recycling campaign, aimed at recommitting North Carolinians to recycling. When DENR's RE3 team was interviewing local talent to star in new recycling television commercials, they didn't know what to expect. When Rountree walked in flashing the "bling" and dripping with charisma, the team knew it had found its man. The Gates County native is featured in all facets of the RE3 media blitz, including pre-feature ads being shown at local movie theaters and campaign posters going up around the state.

The RE3 campaign and Rountree's "Find a Bin" ads aim to communicate a sustainable lifestyle to North Carolinians currently not recycling, whether due to busy lives or other priorities. The RE3 campaign shows citizens that it takes little thought or effort to incorporate recycling into their lifestyles.

"RE3 has been great for us, because it's different," said Joel Scales, Pitt County's solid waste director. "We've put up RE3 posters at all 14 of our recycling sites across the county and added a commingled recycling trailer at our main hub. We hope to catch people's attention with RE3's new look so more folks will recycle."

Recycling means savings for local governments, all struggling to find program funds for community services. Even with the local recycling opportunities that do exist, only half of North Carolinians recycle. Last year alone, North Carolina citizens could have saved local governments \$1.3 million by getting less junk mail, and \$20 million in revenue could have been generated for North Carolina businesses, citizens and communities by recycling aluminum cans.

Not only is greater recycling participation good for local government efficiency, it's also good for the state's economy. Increasing the public participation rate will make more materials available for the many businesses that collect, process and use recyclables. In addition, just a 20 percent increase in the state's recycling would create as many as 500 new jobs.

So follow Kenny's advice and find a bin. Be a part of the new wave of environmentally conscious citizens in your area.

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

###