



N.C. Department of Environment and Natural Resources

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

TIME WARNER CABLE AND MTV TEAM UP TO PROMOTE RECYCLING IN NORTH CAROLINA

RALEIGH—As part of the state's RE3.org recycling campaign, the N.C. Division of Pollution Prevention and Environmental Assistance has partnered with Time Warner Cable and MTV to offer prizes as a way to encourage citizens to recycle.

From Aug. 13 to Sept. 30, 2007, visitors to www.RE3.org will be able to register to win one of four prize packs available only to North Carolina residents. From Aug. 13-26, 2007, visitors will be able to register to win a trip for two to the MTV VMA awards, drawn from a national pool.

RE3.org encourages everyone to recycle everywhere, as the easiest everyday activity that citizens can do to protect the environment. In addition to prizes, the RE3.org Web site offers visitors information about the economics and environmental impacts of recycling.

“Increased participation in municipal recycling programs can save money for local governments by diverting materials from landfills, thereby decreasing the overall trash disposal fee,” said Kelley Dennings, RE3.org's coordinator. “Increasing the public participation rate would also make more materials available for the many businesses that collect, process and use recyclable materials.”

The MTV Video Music Awards, held Sept. 9, will feature performances by Kanye West, Rihanna, the Foo Fighters, Amy Winehouse, Lily Allen and others. The winner of the Fantasy VMA Awards Trip will receive airline tickets, VIP access and a ticket to VMA parties.

For more information about RE3.org, contact Kelley Dennings of the N.C. Division of Pollution Prevention and Environmental Assistance at kelley.dennings@ncmail.net or (919) 715-6507.

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Office of Public Affairs
Phone: (919) 715-4112
1601 Mail Service Center, Raleigh, NC 27699-1601

Diana Kees, Communications Director
FAX (919) 715-5181
diana.kees@ncmail.net