



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

Release: Immediate  
Date: Sept. 19, 2005

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

### X-GAMES CONTEST WINNER FINDS RECYCLING X-CITING

RALEIGH – Katrina Turner of Charlotte recently returned from the “land of the beautiful people,” a trip she took as grand prizewinner of an online contest offered through the RE3.org Web site.



As part of the state’s new RE3 recycling campaign, the N.C. Division of Prevention and Environmental Assistance teamed up with Time Warner, SoBe, Wilco/Hess, Lowes Foods and Surf Camp to offer two exciting trips through the RE3 site. Turner won a trip for two to the Los Angeles X-Games.

“I entered thinking that it was nothing but a dream, but I won,” said Turner. “My fiance and I were off to sunny California, where we were treated like VIPs during the whole trip.”

RE3 is targeting 20-somethings and the contest was a fabulous fit to reach the demographic while spreading the recycling message. 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.

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 for 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.

For more information about RE3, contact Allison Hauser of the N.C. Division of Pollution Prevention and Environmental Assistance at [Allison.Hauser@ncmail.net](mailto:Allison.Hauser@ncmail.net) or (919) 715-6536.

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