



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

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### **CELEBRATE AMERICA RECYCLES DAY THIS NOVEMBER**

**RALEIGH** - America Recycles Day events are being held throughout North Carolina this month to raise awareness about the importance of recycling and buying recycled products.

Each year, millions of people become better informed about the importance of recycling as a result of the national America Recycles Day campaign. The campaign encourages Americans to pledge to recycle more and buy recycled products. The campaign's slogan, *It All Comes Back To You*, presents multiple messages. A recycled product can return to consumers as a new product, recycling comes back to consumers as an improved environment, and it is everyone's responsibility to recycle.

"North Carolinians dispose of approximately 11 million tons of waste in landfills each year, much of which can be recycled," said Kelley Dennings, education and outreach coordinator for the N.C. Division of Pollution Prevention and Environmental Assistance. "We hope that this annual event reminds people to recycle at home, at work and while out and about."

This year, those that electronically fill out the America Recycles Day pledge, which can be found at <http://www.p2pays.org/ARD.html>, will be registered to win various recycled content prizes that include a metal fire pit, office and kitchen supplies, and home and garden products.

Recycling conserves energy and natural resources, prevents air and water pollution and is increasingly important to the state's economy. In North Carolina, about 13,000 jobs are tied to the recycling industry. Numerous businesses are involved in the collection of an increasing range of materials, such as construction waste, computers and collected household recyclables.

Recently, the N.C. Department of Environment and Natural Resources challenged local governments to improve the performance of their local programs in order to reach the goal of "2 Million tons by 2012." The goal is to achieve an annual rate of 2 million tons of recycling through municipal and county recycling programs. To reach 2 million tons of annual recovery by 2012, local government recycling programs would need to increase their performance by 48 percent from the July 1, 2007, baseline, which represents about a 10 percent improvement per year. By pledging to recycle, North Carolinians can help contribute to the "2 Million Tons by 2012" goal.

To learn more about America Recycles Day activities in North Carolina or to sign an online pledge, go to <http://www.p2pays.org/ARD.html>.

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