



PRESS RELEASE



-- SAMPLE INFORMATION ONLY --

Retype this press release or use the attached press release using information specific to your sale (all places bolded) and then mail it/email it to local newspapers.

FOR IMMEDIATE RELEASE
January 2, 2010

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Recycletown to hold Backyard Compost Bin Sale for Earth Day 2010

Recycletown, NH: Tired of seeing all of those kitchen leftovers from preparing meals and snacks get thrown out in the trash or eaten by critters in your makeshift composting bin in the backyard? Here's your chance to turn those scraps into a rich soil amendment.

As part of Earth Day 2010 celebrations, **Recycletown** is participating in a statewide backyard composting bin sale. Through April 2, 2010, a home compost bin and how-to guide with a combined retail value of \$100 can be purchased for only **\$xx**. The bin is black, has a 10 year warranty, and is made of 100% recycled plastic. It's approximately 33" high and 33" wide or large enough for a family of five. A smaller container, The Kitchen Pail, designed for kitchen organics, is also available for only **\$xx**. This beige oval shaped pail with tight-closing lid has a 7 ½ liter capacity and accommodates the shape of dishes making it perfect for mess-free scraping. New this year is a System² Rain Barrel for **\$xx**. It's a 55 gallon tan barrel made from high density poly-ethylene (HDPE) with up to 50% recycled plastic.

It's estimated 25 percent of the average household's waste consists of yard trimmings and kitchen scraps which can be easily composted. **Recycletown** residents can money for every ton of waste they compost because it is not shipped out of town for disposal.

Contact xxxxxxxx @ xxxxxxxx to learn more or obtain an order form. All proceeds from this sale will be used to purchase recycling bins for **Recycletown** to use at special events such as Old Home Day and Town Meeting. OR

Look for Order Forms at **The Market, Town Hall, Recycling Center, and Community Bank.**

Recycletown already recycles 25% of its disposables. Let's boost that number further while helping our gardens grow!

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