



"Partnering to make recycling strong through economic and environmentally sound solutions"

Northeast Resource Recovery Association, 2101 Dover Road, Epsom, NH 03234
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FULL OF SCRAP

Week of 2/27/11

Reminders:

Members Operations Marketing (MOM) Meeting: Wednesday, March 9th at 9:30AM at the NRRA Offices.

MARK YOUR CALENDAR:

FOR THE FOLLOWING MOM MEETINGS BELOW – AS ALWAYS DURING THE WINTER PLEASE CALL BEFORE COMING!!!

April 13	NRRA Office – Plastics Workshop** - also Trustee Meeting
May 11	NRRA Office
June	No Meeting - NRRA's Conference June 6 th & 7 th
July	No Meeting
September 14	NRRA Office – also Trustee Meeting
October 12	Vendor Facility Tour/Mom Meeting
November 9	NRRA Office/Annual Meeting
December	No Meeting due to Holidays

****NH DES Certification for Attendance**

MOM Workshops = NHDES Certification Credits:

Plastics Workshop to be held Wednesday April 13th, at 9:30AM here at the Epsom office, will qualify for NHDES Certification hours so be sure and register when you come in so we can get your certificate of attendance to you and file the proper forms with NHDES. Routine MOM meetings do not qualify for certification, but when we have special presentation like Aggraphalt, Plastics, Non-Ferrous, or Consolidation they will as long as NRRA handles the paperwork.

From the Director's Chair

New Boston Transfer Receives First - Facility of the Quarter Honor!



Pictured here on the left is Principal Rick Matthews, New Boston Central School, and on the right is Gerry Cornett, New Boston Transfer Facility Operator.

NRRA has been encouraging increased cooperation between the Community within the Community and their town whenever possible, and Gerry and Rick get KUDOS for taking that encouragement to the next level! They are shown with the keys to the new Recycling truck purchased with help from a NH the Beautiful grant.

NRRA is by no means saying that every town/school has to go out and buy a truck, nor that this is the only model to follow. Whatever form of cooperation that your school and town can develop such that recycling increases waste stream diversion (saves costs), and increases recycling, is to be commended. NRRA is aware of many of its member communities and facilities where this type of outstanding cooperation between town and gown is reducing costs and in some cases they are returning a portion of the revenue to the schools to use for improved recycling programs or scholarships. These will be featured in the upcoming issues of the Full of Scrap to appropriately commend their efforts also. **NRRA is proud to select the New Boston Transfer Facility as the first recipient in recognition of this outstanding outreach program.**

Shown here on a chilly December morning are: pictured back row (l to r): John Dumais, NH Grocers Association/NHtB, Rodney Towne, Selectman, Gerry Cornett, Transfer Station Manager, Michael Durfor, NRRA, Rick Matthews, Principal, Wes Elmer, Coca Cola Bottling Co. of NNE/NH the Beautiful. Row 2 (l to r): Lilly Proulx, Emma Revaz, Heather McGlaulin, Avery Ouellette, Will Rollins, Danielle Vermette, Devon Willard, Melissa Mullen. Row 1 (l to r): Griffin Cook, Isaac Borges, Sierra MacIntire, Rachel Rohe, Jack Mappus, and Kaylyn Paquette. The students from New Boston Central were out in the cold before school even started!



NRRA cannot commend enough the cooperation between the school and the town as evidenced by the New Boston Program, and the individual leadership displayed by both Principal Matthews and Facility Operator Cornett. This type of cooperation should serve as a model for all communities, and will most importantly serve to help motivate an entire new generation of life long recyclers!

Recycling SAVES & EARNS **New Boston Money!**



Brownies with Transfer Station Manager Gerry Cornett. L-R, back Katie Jordan, Olivia Freeman, Phoebe Castellano, Meredith Buckley; front, Leah Rohe, Olivia Burnham, Rebecca Biederman, Alexis Plamondon and Kyleigh Farrell.

Picture courtesy of New Boston Bulletin

Once or twice a week Gerry drives to the school from the facility or stops there on his way to work, picks up the recycling truck, delivers the material (MSW stored in the rear partition, recyclables in the front) and then returns the truck to the school. The recyclable material is weighed out and processed and then given credit when shipped with the rest of the New Boston Recyclables. To date, in a few short months, the school has received revenue of \$486.30. In addition, the New Boston School will be proudly displaying a sign in their lobby courtesy of the transfer station and NH the Beautiful that will indicate the cornerstone of the school culture that recycling has become, and the student, administration and staff representatives to contact will be listed so the program will be ongoing and sustainable. For more details on how this program came about please contact Gerry directly at the facility in New Boston or Principal Matthews at the school. NRRA thanks the NH the Beautiful Board for their outstanding support of the grant and the school outreach program, and congratulates Rick and Gerry for their leadership, and the students and staff of the New Boston Central School and the New Boston Transfer Facility staff for their dedication to increasing recycling.

For information on this program or to receive a **free school recycling program inventory** for your recycling program contact any member of the NRRA Team or check it out on the School Recycling Club website or the link from www.nrra.net. NRRA and the Association of Vermont Recyclers are currently half way through assessments of over 125 schools and would be happy to add your school to the list. In addition to this program, don't forget to sign up soon for the Second Annual School Recycling Conference June 7 in Manchester, NH by going to our website nrra.net.

NRRA 30th Annual Diamond Jubilee Conference Line Up is Cutting Edge!

"Yesterday, Today, and Tomorrow"- "Learn from Yesterday, Do it Today, and Save Tomorrow!"

I believe that as we start to announce the confirmations of the speakers for our key panel presentations this June, and you see the workshops that we have been able to secure, it will be apparent that the work that each of you do each and every day is why this organization and its conference are attracting the support of national leaders in recycling. It is truly a testament to your efforts, that we have been able to put together a program truly worthy of the 30 years of outstanding recycling efforts that are the hallmark of NRRA members and staff. Over the next several issues of the Full of Scrap we will be giving you an idea of the quality of the speakers and I encourage you to register early to be sure that you are part of this historic and informative event.



Scott Cassel, President and Executive Director of the Product Stewardship Institute

He will be presenting a workshop during the Monday morning session on the current state of **Extended Producer Responsibility**. Who is going to pay for it?? The wave of new legislation that is sweeping the country was apparent last year with just new e-waste regulations, and now there are even more in play in the states in and around the North East and in countries around the world. During the afternoon session for all attendees, Scott and his fellow panelists will be charged to present not just what is happening now but what will the landscape look like in another 30 years and how can we best prepare. NRRA is truly honored to have Scott as one of our featured Panel Presenters and I encourage you all to take notes, as I am sure this will be a watershed event that points like a signpost to the road ahead for resource recovery and recycling in the next 30 years.

From School Recycling Club & Association of Vermont Recyclers



Association of Vermont Recyclers Announces 13th Youth Environmental Summit (YES!) July 29, 30, and 31, 2011 on the campus of Keene State College!

Keene NH- High school students from around the nation will attend 13th Youth Environmental Summit (YES!), July 29, 30, and 31 on the campus of Keene State College in New Hampshire. YES! is an opportunity to reward, challenge, and encourage student recyclers and activists and will incorporate an intensive 2 day program filled with state of the art recycling and sustainability workshops specifically designed for tomorrow's environmental leaders.

YES! is organized by a steering committee of high school students, AVR, and the Youth Environmental Coalition, a grassroots network of high school environmental and recycling clubs, Earth Groups, and involved students. **YES! is co-sponsored by the Northeast Resource Recovery Association, The Presidents Council for Sustainable Future at Keene State College, the Environmental Science Department of Antioch New England, and the National Recycling Coalition.**

Unlike the concerts, games, skate parks, and shopping trips more commonly associated with teens, this event is planned by and for teens to rally committed student-activists and teen-environmental organizers to an action planning event. High school students from across the nation are invited.

The Youth Environmental Summit brings together high school student-activists for three days of training, planning, networking, and celebration of student-led direct action environmental campaigns. Afterwards, participants will return to their home schools and communities to organize and lead their own environmental campaigns. The YES! curriculum is specifically designed to give student-leaders the tools needed to organize their own pro-environmental campaigns in their schools and communities.

The Association of Vermont Recyclers, an environmental non-profit, began in 1982 as grassroots effort to support recycling programs in Vermont. Today, AVR is Vermont's leader in education and technical assistance on solid and hazardous waste prevention and reduction, resource conservation, responsible consumerism, and environmental health. AVR programs reach over 30,000 Vermonters annually through partnerships with waste managers, state agencies, schools, businesses, events, and coalitions.

Students interested in participating in the planning process are encouraged to contact AVR Executive Director Norm Staunton at director@vtrecyclers.org. Students interested in attending the Youth Environmental Summit will be able to register online in the coming weeks. Interested attendees should check www.vtrecyclers.org for registration materials and be sure to follow the YES! Facebook page.

Attendance at the three day event is limited to 175 student-activists with a demonstrated interest in planning and leading environmental action campaigns in their schools and communities. Tuition for the event is only \$225, which includes two nights lodging at Keene State College in Keene, New Hampshire, all meals from a menu of local and sustainable producers, world renowned trainers and speakers, and supervision by AVR staff and volunteers. Tuition is subsidized by AVR, its members, and the co-sponsors.

The theme of this year's Summit weekend is "Yesterday, Today, and Tomorrow" and will incorporate expert presenters, training sessions, outdoor adventures, local foods, hands-on learning, and a number of other YES! traditions. While waste prevention and responsible consumerism are key focuses of the event, all aspects of environmental activism will be addressed, from forums on specific issues to trainings on running campaigns.

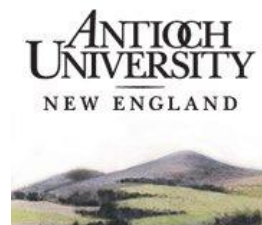
YES is an intense weekend, says AVR Executive Director Norm Staunton. But while the goal is to prepare teens to lead their own campaigns, you can't neglect the need to network, socialize, and celebrate the success of past campaigns. The Steering Committee does a great job of balancing those needs.

If you would like more information on AVR or the YES! 2011 event, please visit www.vtrecyclers.org or call (800) 223-0150 or email director@vtrecyclers.org



YES! participants plan and lead service learning projects at YES and in their home communities

YES! participants auditing their own waste from the weekend. Some participants lead similar audits at their home schools.



Market Comments from Adam Clark – Continuing to cruise

Everything seems to be continuing to cruise along mid-month. **Fibers** pricing remains good with export potential growing, particularly on mixed paper and as you get further south, closer to the port. This bodes well for price stability at a minimum as it did seem that domestic mills were backing off a little coming into February.

Good **plastics** pricing has finally translated into reduced commingled containers charges on the Empire Recycling boxes many of you have. As of 2/22/2011, that material will now be at a charge of \$17.50/ton. And as always, the PETE guys want me to remind you to call for baled plastics pricing!!

Scrap metal pricing is still down a little from its recent high but in my opinion the pricing is still fantastic. I will say now that as the snow melts, let's start making Freon extraction plans and get ready to get your piles cleaned out for spring! Schnitzer/NRRA pricing

Delivered/Containerized = \$245

Zone 1 = \$205/gt

Zone 2 = \$195/gt

Zone 3 = \$180/gt

Finally the steel and aluminum can markets remain strong. As of today, full, baled, one-stop loads of steel cans are running around \$340/gt while the same for aluminum loads is just over \$.90/lb. Delivered, light load, loose, etc. pricing remains good as well. Call for pricing specifics!

Empire Recycling Haul Rate

Effective March 1st, 2011 Empire Recycling haul rates will be increased \$25 per haul across the board. This is being done in response to the recent increases that we are all seeing at the pump. Because there are various haul fees charged, please call if you are unsure of what this increase means for your particular fee. As was the case the last time haul fees were increased, this increase will be taken away if/when the price of diesel fuel falls below \$3.00 gallon again.

Thanks, Adam

Members: 800-223-0150 ext. 14

Cell: 603-988-7459

aclark@nrra.net

From Bonnie's Desk

NRRA's PGA – Processed Glass Aggregate/Glass Recycling Program

Glass Recycling in NH has evolved from municipalities and businesses separating glass jars and bottles into three colors: clear or flint, brown or amber, and green

to combining all glass jars and bottles with ceramics, porcelain, window glass, etc. and having this material collected and crushed at PGA Host Sites into a useable Processed Glass Aggregate or PGA.

Procedure:

- 1) Call NRRA Member Services at 1-800-223-0150 at **least 24 hours** prior to delivery of PGA
- 2) Call your hauler to deliver PGA
- 3) Member Services will call PGA site to give them a heads up, make sure the PGA site gate is unlocked, and, this time of year, that the site is plowed out
- 3) Current Pricing \$22/ton



8 PGA Sites:

ERRCO-Epping, NH Monday - Friday 7am - 5pm (last load in at 4:45 pm)
Goffstown, NH Tuesday - Friday 7:30am - 3pm
Hopkinton, NH Monday - Friday 7am - 3pm
Keene, NH Monday - Friday 7am - 3pm
Littleton, NH Tuesday - Friday 8am - 3:30pm
New London, NH Monday - Friday 7am - 3:30pm
Springfield, VT Monday - Friday 7am - 2pm
Wakefield, NH Monday 6:30 - 4:00; Thursday 6:30 - 3:00; Friday 6:30 - 4:00

PGA-Crushed Gravel:

PGA replaces crushed gravel in road base, for drainage around culverts etc.
Remember to include, whenever possible, window glass (without frames), ceramics, drinking glasses, Pyrex and porcelain sinks & toilets (plastic, metal removed and broken).

PGA Trivia Question:

What part of the glass stream simply refuses to be %crushed+at the PGA Site?

See next issue of the 'Full of Scrap' for answer.

From Paula's Desk



Grants: New Hampshire municipalities are all eligible to apply for grants toward the purchase price of **recycling equipment**. To apply for a grant, go to the NHtB website www.nhthebeautiful.org, print & fill out the form and fax it to Paula or Jan at 736-4402. If you do not have access to the internet, please give us a call 800-223-0150, and we can fax or mail a form to you.

Signs: New Hampshire Municipalities are all eligible to apply for signs (60 points each fiscal year or until funds run out). To apply for signs, go to the NHtB website www.nhthebeautiful.org and print the forms you need and fax it to Paula or Jan at 736-4402. **Please NOTE!!!! You can only order signs that are on the list. Words can be removed but nothing can be added.**

2011 NRRRA CONFERENCE INFO:

Sami Izzo Recycler of the Year Award

NRRRA is proud and honored to present the %Sami Izzo Recycler of the Year+Award. This award is given annually in remembrance of Sami Izzo who passed away on February 4, 2001.

Sami Izzo was a high energy and multi-talented individual who is best known for her contributions in the waste minimization and education fields. She also served with distinction on many volunteer boards and commissions throughout the Upper Valley of Vermont.

From 1991 to 2000, Sami was Program Director for the Greater Upper Valley Solid Waste Management District helping to create the Vermont HazWaste Network and the Upper Valley Compliance Officers Network. In 2000 Sami accepted the position of Recycling and Waste Minimization Coordinator at Dartmouth Hitchcock Medical Center where she implemented a mercury reduction program, educated staff on waste management and assisted in the design of the building expansion program.

Notwithstanding the above contributions to the world of waste reduction and recycling, Sami will be most remembered for her quick wit, genuine smile, love of nature and outdoor activities, adoration of her children and uncompromising commitment to the environment.

Deadline for nominations is May 6th, 2011. Please follow this link

<http://www.nrra.net/PDF/2011Conference/Izzo%20Nomination%20Form2011.pdf> for a nomination form or call the office and we can send one to you.

Who do you think deserves the %Recycler of the Year Award+this year?

NRRA History

As you know, NRRA is celebrating its 30th Anniversary this year! If you have any memories or stories you'd like to share, please send them along to me! We're working on planning a special ceremony to be held at our Annual Conference in June. Also, if you have any ideas or thoughts on how we can make this a great celebration, I'd love to hear from you. Please plan to attend this year's conference. We'd take you on a walk down memory lane and look at how far NRRA has come in 30 years. Guest speakers include some of the founding members and other key people involved in the success of NRRA through the years. You won't want to miss it!

All info can be emailed to pdow@nrra.net, faxed to 603-736-4402 or mailed to NRRA, Attn: Paula Dow, 2101 Dover RD, Epsom, NH 03234.

NOTICES!!

Freon Recovery Special through NRRA

NRRA's Freon Recovery Vendor, Interstate Refrigerant Recovery, Inc. reduced pricing offer for Freon Recovery **to hold until further notice.**

****\$8/unit charge for Refrigerators, Freezers, Air Conditioners, Dehumidifiers and Water Coolers evacuated on your site.**

- Minimum of 25 units per stop
- Units stay on your site to be included in your scrap metal for revenue
- Certificates of Recovery are provided with each pickup
- Freon Recovery can be done year-round (winter included)
- Arrange units upright with backs accessible for Freon removal

****This is \$1.00/unit savings to our Members until further notice!!!**



Mobile Recovery Unit

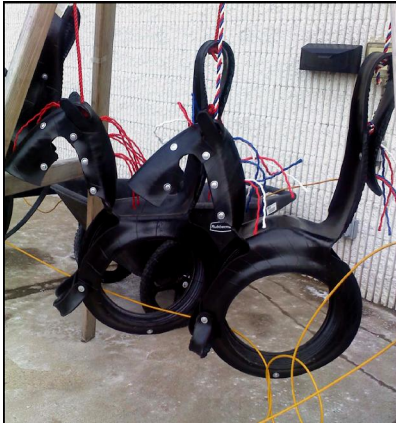
Winter Snow Removal Reminder: Please consider our vendors & drivers who come in to your facility to swap rolloffs, perform Freon recovery, pick up propane tanks, tires, scrap metal, etc. and be sure that these areas are plowed and accessible. Thank you from all of us.

Vegetable Oil: If members could store or move vegetable oil in to a warm location . that would help Americo with pumping the oil during the winter months.

Please take note:

No ERRCO loads on Saturday until probably early April.

NEW HAMPSHIRE – NEWS



Our roving reporter, Colleen Conway, found this outside a Tractor Supply – this is their way of recycling tires!!!!

CANTERBURY'S IDEA FOR SELLING COMPOST BINS



We have a sense of humor about our composter sale here in Canterbury+ says Adrienne Allaire.

**Signs on Composter:
Get your Earth Machine Composter today... as seen on TV!**

GILMANTON HAS GONE ONE STEP FURTHER

Gilmanton is doing a great job communicating to their residents the importance of recycling....please see attached their power point with a link to a survey. <http://www.gilmantonnh.org/documents/rt/survey-.pdf> - GREAT JOB!!!

2011 Bills of Potential Interest to NRRRA

House killed HB 84, establishing a statutory commission on motor vehicle recycling issues

SB 174, relative to the Concord regional solid waste/resource recovery cooperative.
SENATE PASSED.

The bill will crossover to be heard in a House committee. There is no date or House committee showing yet.

SB 174 – AS INTRODUCED

STATE OF NEW HAMPSHIRE

In the Year of Our Lord Two Thousand Eleven

AN ACT relative to the Concord regional solid waste/resource recovery cooperative.

Be it Enacted by the Senate and House of Representatives in General Court convened:

1 Concord Regional Solid Waste/Resource Recovery Cooperative Agreement. Amend 1986, 139:1 to read as follows:

139:1 Concord Regional Solid Waste/Resource Recovery Cooperative Agreement Legalized. All actions and proceedings taken by the cities of Concord, Franklin, and Laconia and the towns of Allenstown, Andover, Belmont, Boscawen, Bow, Bradford, Bristol, Canterbury, Deering, Dunbarton, Gifford, Gilmanton, Henniker, Hill, Hillsborough, Hopkinton, Loudon, Northfield, Pembroke, Salisbury, Tilton, Warner, Weare, and Webster, and their respective city managers, boards of selectmen, designated provisional and joint board members (or their respective designated alternate board members), agents, and employees, to adopt a cooperative agreement entitled "Agreement for Formation of Concord Regional Solid Waste/Resource Recovery Cooperative" dated June 12, 1985, and to amend and restate said agreement on December 10, 1985, **and to adopt further amendments and restatements entitled "Second Amended and Restated Agreement for Formation of the Concord Regional Solid Waste/Recovery Cooperative," dated January 16, 2003 and "Third Amended and Restated Agreement for Formation of the Concord Regional Solid Waste/Recovery Cooperative," dated January 22, 2009** hereinafter **collectively referred to as** the cooperative agreement, for the public purpose of joining together said cities and towns in a joint and cooperative undertaking for the disposal of solid waste in a manner which will meet federal and state requirements, including, but not limited to, RSA 149-M, and for the economical and efficient recovery of energy from said solid waste disposal, are hereby legalized, ratified, and confirmed. All of the terms, conditions, and provisions of the cooperative agreement, including, but not limited to, the voting and amendment provisions **and provisions for recycling and other solid waste facilities** set forth in the **cooperative** agreement, shall be legal, valid, and binding in all respects on each municipality which is now or which in the future becomes a party to the cooperative agreement. The pledge of each such municipality's full faith and credit to the cooperative to carry out such municipality's obligations under the cooperative agreement, including, but not limited to, its appropriation of the funds necessary for the performance of such municipality's obligations under the cooperative agreement, is hereby validated.

2 Effective Date. This act shall take effect upon its passage.

CLASSIFIEDS:

WANTED: 40 YARD OPEN TOP ROLLOFF CONTAINER

The Town of Dunbarton is looking to purchase a used 40 or 50 yard open top rolloff container. If you have one available or know of one, please contact Woody Bowne at (603) 774-7090.

Swenson Granite Stainless Steel 2 Yard Hydraulic Sander for Sale in Northfield

2007+PV358-EST Model # 304 -- Only used for one year. Can be converted to gas. Comes with extra chains and is in very good condition. \$ 2,250.00 -- Please Call Bob Southworth, Northfield Highway Superintendent at 603-286-4490.

1997 Bobcat #763 Model – for Sale in Lee - Available in first half of 2011

10-16.5 Foam filled tires - Engine hours in Jan. $\pm 1 = 6,545 - 1700\#$ +or- lifting cap.
Standard Kubota engine, 45 Hp. +or-
Compare to a new # S175 - Machine weight approx. 6,000#
Can be seen at the Lee TS -- Tu, Th, Sat call 659-2239
\$5,500, Approx. bid, FOB Lee Transfer Station

Plastic Tubing Available – FREE!!!

Town of Dunbarton, NH has 12 large boxes of plastic tubing available for the taking. Please contact Woody at (603) 774-7090 for more information.



MASSACHUSETTS – NEWS

Articles Submitted by Claire Sullivan/South Shore Recycling Cooperative:

MassRecycles Paper Campaign on CBS

Have you seen MassRecycles Paper ad on CBS this month? To date it has aired on **Channel 4 and Channel 38** about 60 times, on shows such as Rachael Ray and the Phantom Gourmet, PGA, Face the Nation, NCAA and ACC Basketball, WBZ News, The Office and even the Three Stooges! If you haven't caught it, you can see it [here](#).

The ads will continue to air through the beginning of April, thanks to a grant from **MassDEP** and **CBS Community Partnerships**. The schedule through March 6 is pasted below.

Starting on Monday and running for 3 weeks, the ads will proclaim that viewers who take the **Paper Recycling Challenge** can **enter to win some great Sweepstakes prizes** provided by CBS. I hope you all will play! While you're at it, check out the New Improved Paper Campaign [webpages](#).

BUT WAIT, THERE'S MORE! MassRecycles Paper Campaign will be featured on the show "What's in Store" twice next week! If you miss it **Wednesday night at 9:30 on TV38**, you can catch it the following **Saturday night at 11:30 on Channel 4**. The segment will include footage at the newly renovated **Casella Material Recovery Facility** in Charlestown, a commercial paper pickup and delivery by longtime supporter and Board participant **EL Harvey and Sons**, and interviews with BJ Harvey, Lisa McMenemy (who works for Casella and is on the MassRecycle Board), and yours truly. We are working on getting some shots of the state-of-the-art **Newark America** 100% recycled paperboard mill in Fitchburg as well.

If you miss the show, we'll be posting the video on the MassRecycle [website](#). Check out our Green Ribbon Friend list while you're there, we couldn't do what we do without them!

Claire Sullivan, Executive Director, [South Shore Recycling Cooperative](#), 781.329.8318; f 781.329.2097;
ssrecyclingcoop@verizon.net; Chairman, [Mass Recycles Paper](#)

NATIONAL – NEWS

Coca-Cola and Keep America Beautiful Announce 2011 Recycling Bin Grant Program

- Grants Provide Recycling Bins and Consultation for Parks, Schools, Offices, and Special Events -

STAMFORD, Conn. (Feb. 14, 2011) · The Coca-Cola Company and Keep America Beautiful, Inc. (KAB) today announced the Coca-Cola/KAB Recycling Bin Grant Program, an effort designed to promote and support community recycling.

Grant recipients receive both donated recycling bins and expertise on how to set up recycling programs from Keep America Beautiful. This Bin Grant program is part of KAB's larger Public Space initiative, an effort among KAB and its sponsors, such as Coca-Cola, to enhance the access to and convenience of recycling away from home. The grant program is also part of a \$60 million investment by The Coca-Cola Company in recycling initiatives in the U.S.

"The great demand for recycling bins in public spaces reflects a growing interest in, and need for, expanded recycling access away from home," said Matthew M. McKenna, president and CEO of Keep America Beautiful, Inc. "We are thankful to The Coca-Cola Company for its support of this bin grant program, and the company's commitment to community recycling nationwide."

The spring 2011 grant cycle opens today, Monday, Feb. 14. **Interested parties may visit <http://bingrant.org> and submit an online grant application through March 18, 2011.** Eligible grant recipients include government agencies, civic organizations, schools and nonprofit groups. Successful applicants will be notified on or before April 15.

Since its inception in the fall of 2007, the Bin Grant program has placed more than 16,000 recycling bins in 320 communities in 48 states and the District of Columbia. Recipients have included municipalities, colleges, Native American tribes, and community-based NGOs.

"The entire recycling process begins when a consumer chooses to put their empty beverage container in a recycle bin instead of the trash," said John Burgess, president of Coca-Cola Recycling LLC. "Through our work with KAB to provide bins to community-based organizations, we can help raise recycling rates by making recycling more accessible to more consumers."

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com.

About Coca-Cola Recycling LLC

Coca-Cola Recycling LLC, a subsidiary of Coca-Cola Refreshments, is dedicated to recovering and recycling packaging materials used in North America · including polyethylene terephthalate (PET) plastic, aluminum, cardboard and plastic film. Coca-Cola Recycling is working to recover and recycle the equivalent of 100 percent of the packaging produced by the Coca-Cola system in North America. For more information, please visit www.cokerecycling.com.

About Keep America Beautiful, Inc.

Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization. With a network of nearly 1,000 affiliate and participating organizations, Keep America Beautiful forms public-private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.kab.org.