

<p><b>Contact: Gwen Erley</b>  Programs Coordinator  Phone: (603)736-4401 Ext. 19  gerley@nrra.net</p>	<p>2101 Dover Road  Epsom, NH 03234  www.nrra.net</p>	<p><b>NORTHEAST RESOURCE  RECOVERY ASSOCIATION</b></p> 
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# PRESS RELEASE

## **NRRRA School CLUB’s “MA School Recycler of the Year” Award**

EPSOM, NH - The School CLUB of Northeast Resource Recovery Association (NRRRA) is pleased to recognize Danvers School District of Danvers, MA with the “2014-2015 MA School Recycler of the Year” Award.

After a successful pilot program in 2012, to identify ways to improve school recycling, Danvers received a School Recycling Grant of over \$18,000 in 2013 to support expanding school recycling programs with equipment and educational materials. They designed and implemented a multi-phase program working first with elementary, then middle and finally high school programs through 2014.

Committees were formed at each school with representation from all stakeholders including school administrators, teachers, custodians, kitchen, parents, public works and independent haulers. Elementary students developed recycling kits and signed a recycling pledge; middle schoolers recorded a PSA/skit, labeled bins and created signs; high school students placed bins and signs throughout the school and created recycling teams through the Transition and DRIVE students.

Danvers School District continues to reinforce and sustain their program objectives through environmental presentations, Daily News emails, morning announcements and flyers. This award celebrates their diverse and sustainable programs for all grade levels.

This award was presented at the NRRRA School CLUB’s 6<sup>th</sup> Annual School Recycling Conference and Expo on June 9<sup>th</sup> at the Radisson Hotel in Manchester, NH. The Conference & Expo was a great opportunity for students, teachers and administrators to network and learn more about school recycling, to expand and increase the efficiency of their programs, to add recycling education to their curricula, exchange ideas, share philosophies, and further promote waste reduction efforts.

Special thanks to NH the Beautiful for sponsoring the School Recycling Conference and for their continued support of school recycling in New Hampshire.

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**The School Recycling Club (The CLUB)** is a program for all schools in New England and is supported by NRRRA and NH the Beautiful. For students and teachers in grades K-12, the CLUB serves as a centralized organization to become more active in the world of recycling. The CLUB is a fun and innovative way to give kids encouragement, direction and networking possibilities for school recycling programs. For more information visit [www.schoolrecycling.net](http://www.schoolrecycling.net).

**The Northeast Resource Recovery Association (NRRRA)** is a proactive, non-profit organization that has worked for over 30 years with its membership to make their recycling programs strong, efficient and financially successful. For more information visit [www.nrra.net](http://www.nrra.net).

**New Hampshire the Beautiful, Inc. (NHtB)** has been a longtime supporter of the NRRA School CLUB and environmental education in NH. NHtB is a private non-profit charitable trust founded in 1983 and supported by the soft drink, malt beverage, and grocery industries of New Hampshire. NHtB offers municipal recycling grants, recycling education grants (over \$2.5 million), recycling signs, anti-litter programs, and technical assistance. NHtB is a unique organization that represents a voluntarily-funded alternative to expensive legislation intended to achieve the same end results. <http://www.nhthebeautiful.org/>



NRRA School CLUB's MA School Recycler of the Year  
– Danvers School District – Gail Bernard receives the  
award from Larry Melanson of NH the Beautiful.

*2015 School Conference Supporters: NH the Beautiful and Orbis.*

*2015 Conference Partners: Earth Share New England, National Recycling Coalition, Inc., NH the Beautiful, Northern New England SWANA, and MassRecycle*