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NEWS RELEASE

Dunk it in the blue

Recycling Squad asks the public to recycle during March Madness

EI PASO, Texas – The Environmental Services Department (ESD) Recycling Squad encourages residents to go green and recycle by turning their blue bins into a hoop and dunking recyclables during March Madness.

Big game gatherings can create a large amount of trash that end up at the Greater El Paso Landfill. The ESD estimates that thousands of aluminum cans, plastic beverage containers and cardboard materials will pass the recycle bin and be thrown in the trash before, during and after the games. The ESD has created a short public service announcement where the recycling squad shows residents how to recycle right. To access the PSA, visit the City's YouTube Channel and click on the following link:

<https://www.youtube.com/watch?v=yLCCpxfj0A0>

The ESD Recycling Squad has the following recycling reminders.

- Before a gathering, set aside separate containers for trash and recycling. Clean aluminum cans, plastic bottles and cardboard packaged products are recyclable.
- Purchase aluminum canned beverages (glass is recyclable but needs to be taken to one of the City's Citizen Collection Stations).
- Serve food on reusable plates that can be washed and used again. A move like this can reduce the amount of trash that may end up in the landfill.
- Pizza boxes and Styrofoam cups and plates are **NOT RECYCLABLE**; those belong in the trash.

Research proves that when people see others recycling, they're more likely to follow that person's lead. The ESD Recycling Squad encourages everyone to recycle right; not just during March Madness, but year-round.

To learn more about recycling visit Recycle Right El Paso at www.recyclerightEP.com

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