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**November 15, 2017**

**NEWS RELEASE**

## **Environmental Services Celebrates America Recycles Day with A New Mascot**

**El PASO, Texas** – The City of El Paso Environmental Services Department (ESD) is committed to bringing awareness and education to El Paso residents. In celebration of America Recycles Day that is annually observed on November 15th, ESD's Recycling Division is proud to announce a new mascot to their team, "Blu", the Curbside Recycling Robot.

ESD's Recycling Division has adopted "Blu" to help the community of El Paso come together to recognize, promote and educate the importance of recycling. "Blu" will assist ESD's Recycling Division in outreach events held at schools, community fairs, and even at this year's Celebration of Lights Parade.

Residents can stop by ESD's Recycling Division table and meet "Blu" at the *America Recycles Day* event being held at the Downtown Art & Farmers Market on **Saturday, November 18, from 9 a.m. to 1 p.m.**

For more information on recycling in El Paso, visit [www.recyclerightEP.com](http://www.recyclerightEP.com).

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