

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Suffolk competes in national recycling competition

Citizens' help is needed

SUFFOLK, Va. (September 15, 2010) – Suffolk Mayor Linda Johnson announced today that Suffolk is participating in the Cans for Cash™ City Recycling Challenge. The contest, sponsored by The United States Conference of Mayors, Novelis Corporation and Keep America Beautiful, Inc., challenges cities across the country to collect recyclable aluminum beverage cans. The Challenge lasts four weeks, officially starting on October 1 and ending on October 29, 2010. Cans for Cash™ is co-sponsored locally by Sims Metal Management.

“This challenge is a great, fun way to remind people in our community to recycle, which is so important to achieving an enjoyable quality of life. Recycling is easy to do and great for our city and the environment,” said Suffolk Mayor Linda Johnson. “By showing that the City of Suffolk is committed to recycling, we are showing the rest of the nation one more reason that Suffolk is a great place to live, work and raise a family.”

There will be two drop-off locations wherein citizens can take their cans for the challenge: Public Works Sanitation Complex, 277 Pine St. and Public Works Operations Complex, 866 Carolina Rd. Cans may be brought to the drop-off locations Monday-Friday, between 7:30 a.m.-3 p.m. Cans may be put in the 14-yard container on site, marked *Cans for Cash*. Citizens can start bringing their cans on Oct. 1.

“We hope this challenge will ignite citizens who aren’t already recycling, to do so. And those who are, to continue. Donating cans towards the challenge is an excellent way to do your part toward a more sustainable community,” said Hattie Lester, Suffolk Litter Control Coordinator.

Also on October 23, 2-4 p.m., the Suffolk Clean Community Commission will sponsor two aluminum can recycling drives, accepting only cans for the Cans for Cash recycling challenge. The drives will be Bennett's Creek Park (3598 Bennett's Creek Park Rd.) and Public Works Operations Complex (866 Carolina Rd.).

Suffolk will be competing with other cities for up to \$15,000 in awards, which are to be used to support recycling efforts. One \$5,000 award will be presented to the city collecting the most total tonnage of recyclable aluminum cans per capita, another for the city with the most innovative ideas for promoting recycling and another \$5,000 award to the city submitting the best recycling video in the American Recycler Video award category.

If Suffolk wins, the funds will be used to support the Clean Community Commission's new battery recycling program.

The Aluminum Association, a Washington, D.C.-based trade group representing aluminum producers, reports that recycling is good for the environment and municipal finances because aluminum is the most valuable material in the household recycling bin. Last year, just under \$1 billion was paid for recyclable aluminum beverage cans. Yet nearly 50% of all aluminum beverage cans produced were not recycled. In other words, nearly \$1 billion worth of aluminum cans are thrown away annually.

The city is making a major effort to remind households to recycle. For those individuals who have not signed up for curbside recycling with TFC Recycling, it is not too late. Visit <http://www.tfcrecycling.com/suffolk/> to signup. There are also 13 recycling drop-off centers throughout the city. For a complete list of where they are, go to http://www.suffolk.va.us/pub_wks/recycling.html or contact Hattie Lester at (757) 514-7604 or via email hlester@city.suffolk.va.us

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