



FOR IMMEDIATE RELEASE

SalemRecycles Wins MassRecycle's 2015 Recycling Award

March 30, 2015 - MassRecycle, the statewide non-profit focused on supporting sustainability in Massachusetts, announced today that SalemRecycles has received the 2015 Municipal Recycling Award for their outstanding work promoting recycling.

"This award recognizes those municipalities that represent the best of the best in our state. MassRecycle is particularly proud of SalemRecycles as an organization focused on promoting sustainable practices. This award is quite a testament to the value and faith that the Massachusetts' sustainability community places in their work," said MassRecycle President Jefferson R. Smith. "Sustainability is something that we all like to talk about, but City of Salem has demonstrated their commitment to do the difficult work to make it a reality in their community."

Over 30 individuals, companies and institutions competed this year for MassRecycle's prestigious Recycling Awards, the longest running local sustainability awards in the Commonwealth of Massachusetts. This year's winners were selected based on a two-part evaluation, first by the MassRecycle Board of Directors and then by a majority vote of sustainability professionals and members of the public.

SalemRecycles, an official committee of the City of Salem, has worked since 2008 to institute new recycling requirements and educate Salem's 43,000 citizens by expanding the meaning of recycling through fun, community-wide events. The Committee runs semi-annual free book swaps, an annual textile drive which last year collected 6.7 tons of textiles, and an annual springtime Swap and Drop on the historic Salem Common. The City has monthly e-waste recycling and works with North Shore Recycled Fibers to provide free document shredding, collect hard plastics too big for curbside, and pay per pound for approved metal items. The City has also launched a compost program and currently has over 800 participating households. Recently, the City placed 70 butt bins all over the downtown area, which are diverted to Terracycle regularly. SalemRecycles ensures these efforts are successful by partnering with the Mayor and many other local organizations, by

making sure the events are fun, and through extensive outreach via their website, a monthly blog, Facebook, a monthly newsletter, notices, videos and more.

MassRecycle will formally extend its congratulations and award SalemRecycles with the Municipal Recycling Award on Monday, March 30th at MassRecycle's Annual Conference and Trade Show at the Quincy Marriott.

Founded in 1990, MassRecycle is celebrating twenty five years advocating for renewable practices in Massachusetts. MassRecycle is the statewide 501(c)3 coalition of individuals, municipalities, businesses, institutions and nonprofits dedicated to promoting and realizing the economic, social and environmental benefits resulting from reducing, reusing and recycling, and to increasing the utilization of recycled products. MassRecycle believes that convening stakeholders to develop pragmatic, comprehensive solutions is key to addressing our waste issues.

For more details on the Recycling Awards and MassRecycle's Annual Conference & Trade Show, please visit <http://www.massrecycle.org>.

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