



FOR IMMEDIATE RELEASE

May 27, 2008

MAYOR GLOVER UNVEILS SHREVEPORT'S CURBSIDE **RECYCLING** CAMPAIGN

Asks Shreveport Residents To "Just Curb It!"

SHREVEPORT, La. – Mayor Cedric B. Glover, unveiled Shreveport's new curbside recycling campaign today. He delivered a strong call to action and encouraged all Shreveport residents to participate in his city's innovative single-stream curbside recycling program.

"This is recycling made simple, Glover said, "each Shreveport residence will receive a new blue recycling cart and it's for **ALL** of your recyclables, and I mean **ALL**! Paper, plastic, glass bottles, metal cans, magazines, cardboard, detergent bottles – ALL of your clean waste. And, just like your regular garbage cart, you just roll the blue cart out to the curb! It's easy – just curb it! Come on Shreveport, let's go green!"

Called "**Just Curb It!**," Shreveport's new single stream, curbside recycling campaign is part of Mayor Glover's **Let's Go Green** campaign that also includes his successful Operation T.B.O.N.E. (Taking Back Our Neighborhoods Everyday). According to Glover, "In just a few weeks we'll be coming back to you with the third phase of our Let's Go Green campaign. By going *green*, Shreveport will be at the very heart of one of the largest recycling programs in the South. By going green, we're taking one more giant step to becoming the next great city of the South."

According to Cem Drake of Pratt Industries USA, Pratt chose The Port of Shreveport-Bossier to be the site of their 3rd United States Waste Paper Recycling Mill in large part because we knew the citizens were eager to embrace an effective recycling program. Pratt's slogan "Harvesting the Urban Forest for Better Packaging Solutions" gives insight into the amazing

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economic and green impact our new recycling mill can have on all of Northwest Louisiana. When completed, Pratt's modern, cost-effective Waste Paper Recycling Mill will allow Pratt to continue to grow on a path of excellence in terms of quality, service and innovation. Pratt's strong stance on environmental protection makes it a great fit with Northwest Louisiana's precious natural resources."

"Just Curb It!" focuses on the ease of the new recycling program which allows residents to simply place all their recyclable waste in one blue cart and then roll the cart out to the curb. No more sorting and no more delivering the waste to a recycling center. Now Shreveport residents can **"Just Curb It!"**

City Councilman, Michael Long said "I'm very proud to have been a part of the unanimous vote of the City Council to support Mayor Glover and Shreveport's first curbside recycling program. This is such an important milestone for our city and I'm especially proud that the citizens of District C will be among those setting the standards for Shreveport's new green initiative. Residents in District C will begin receiving their blue recycling carts on June 2, and are ready to participate in this significant program."

According to H. M. "Mike" Strong, Director of Operational Services for the City of Shreveport, "Monday, June 2 will mark the first deliveries of our blue recycling carts in Shreveport. During the next seven to eight weeks, we will be delivering **66,000** new blue recycling carts to our Shreveport residents. Due to this large number of carts being delivered, this first cycle of delivery and pick-up will be unusually long. For example, some of our residents who have regular Monday garbage pick-up might receive their cart as early as June 2, but their first recycling pick-up won't occur until Monday, August 18. To summarize, the first blue carts will be delivered Monday, June 2 and our goal is to have all of them delivered by mid-July. So, we will greatly appreciate your patience during this first cycle."

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What does Single-Stream Curbside Recycling Mean?

Single-stream curbside recycling allows residents to combine ALL their recyclables into one cart: paper, plastic, metal cans, glass containers, catalogs and cardboard – ALL recyclables go into the one blue cart for collection. No sorting is required and there's no need to take the recycled waste any further than the curb. From now on, Shreveport residents can "***Just Curb It***", just as they do with their regular garbage cart.

What's the schedule for Shreveport's Curbside Recycling?

Normal recycling pick-up will occur on the same day as residents' regularly scheduled garbage pick-up. Residents will simply wheel the blue recycling cart to the curb along with their city-provided garbage cart. Because the recycling pick-up trucks are semi-automated, the blue cart's handle should face the resident's home. Residents are asked to make sure that the cart is clear of any parked vehicles, mailboxes, power lines and other obstructions. There must be 3 feet of space on each side of the recycling cart. Most children and many adults are curious and fascinated by the operations of the semi-automated trucks. For safety's sake, parents should always discourage their children from getting close to the vehicle.

A large percentage of the waste from Shreveport homes is recyclable. Among the materials suitable for placing in the blue recycling carts are:

- cardboard boxes
- newspaper
- magazines
- office paper
- telephone books
- shopping catalogs
- mail
- plastic milk jugs
- aluminum cans
- plastic bottles
- glass bottles
- detergent bottles

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Materials **not** suitable for placing in the recycling cart include:

- food waste
- yard waste
- furniture
- appliances
- toys
- auto parts
- tires
- batteries
- garden hoses
- aerosol cans
- batteries
- electronics
- wood, rocks, bricks
- dirt

A complete list of what can and cannot be placed in the blue recycling carts can be accessed at the campaign's website – www.JustCurblt.us.

After collection, the recyclables will be transported to Pratt Industries' materials recovery facility (MRF) located at The Port of Shreveport-Bossier. At the MRF, the contents collected from the blue carts will be sorted for recycling. The MRF is part of the \$160 million Waste Paper Recycling Mill currently under construction at The Port of Shreveport-Bossier.

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Shreveport **Recycling** Schedule

Beginning Monday, June 2, each home in Shreveport will be provided a new, blue, sixty-four (64) gallon recycling cart. The carts will be delivered in phases over the coming weeks. All carts will have been delivered by mid-July. With nearly 66,000 carts to be delivered, the length of time between delivery and first recycling pick-up will be longer than usual.

For example, homes with a Monday trash pick-up may receive their recycling cart as early as June 2, but the first pick-up will not occur until Aug. 18. A schedule of cart delivery dates is below.

REGULAR TRASH PICK-UP DAY	RECYCLING CART DELIVERY BEGINS	FIRST RECYCLING PICK-UP
Monday	Monday, June 2	Monday, August 18
Tuesday	Monday, June 16	Tuesday, September 15
Thursday	Tuesday, July 1	Thursday, October 16
Friday	Wednesday, July 16	Friday, October 17

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Why Recycle?

Recycling is one of the easiest ways for Shreveport to go **green**. With the implementation of single-stream curbside recycling, Shreveport joins a growing list of great American cities providing curbside recycling to its citizens. Collectively, a difference is being made in the environment.

- Every ton of paper that is recycled saves 17 trees and 3.3 cubic yards of landfill space. Production of recycled paper uses 80 percent less water, 65 percent less energy and produces 95 percent less air pollution than paper production using raw materials.
- Recycling one aluminum can saves enough energy to power a television for three hours and reduces water consumption and air pollutants by 95 percent.
- According to the Environmental Protection Agency (EPA), in 1999, recycling and composting activities prevented about 64 million tons of materials from ending up in landfills and incinerators. In 2006, Americans saved 82 million tons of waste from entering landfills. Today, the United States recycles 32.5 percent of its waste, a rate that has almost doubled during the past 15 years.