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City of Salisbury Campers Learn Recycling Awareness through RE3 FUN Program

Summer Camp Attendees Learn to Reduce, Reuse & Recycle

Salisbury, NC – August 8, 2006 – Children enrolled in the Salisbury Parks & Recreation Department's Summer Camp Program enjoyed an afternoon of fun, environmental awareness and recycling program participation as they discovered RE3, a recycling campaign developed by the NC Division of Pollution Prevention and Environmental Assistance. With the assistance of Recycling Gang Mascot, "Can Man", approximately 75 campers, ages 5-12, discovered ways to "reduce, reuse and recycle" in support of their environment and the City's recycling program.

The Kids' Recycling Awareness FUN Program is part of a full scale marketing plan strategy underway to encourage participation in the City's curbside recycling program. As part of the Kids' Awareness Program, children created a bird feeder from an empty 2 liter soda bottle to further instill the RE 3 message. Karen Wilkinson, City Public Information and Communications Manager adds, "By utilizing the empty bottles to create a bird feeder, our campers learned that they can "reduce" the landfill by "reusing" and giving an empty plastic container a whole new purpose. Just because a bottle is empty, it doesn't mean that it needs to end up in the trash. Campers carried home letters to parents and guardians explaining their participation in the August 8th afternoon kids recycling program while also encouraging adults to recycle and participate in the City's program.

The City's Recycling Marketing Plan, which will unfold over the next year, includes recycling promotion through newspaper, radio and television public service announcements, distribution of recycling booklets for children and adults, the creation and distribution of Hispanic recycling awareness materials, recycling contests for ages 5-18, City-wide recycling events and continuous community outreach for all ages through a myriad of marketing avenues.

To participate in the City's recycling program, citizens are asked to recycle with their blue recycle tub on the same day as their normal trash/garbage pick up day. The City recycles glass (all colors but green), newspaper, glossy inserts and magazines, junk mail, telephone directories and mixed paper. Citizens may also recycle plastic soft drink bottles and milk jugs and other plastic containers with the #1 or #2 on the bottom, as well as aluminum and steel cans. Labels need not be removed from items, however citizens are asked to please remove lids and rinse glass, plastic and cans before placing into recycle bins. Flattened cardboard (2' x 3") and cereal boxes are also acceptable recyclables. Participants are asked to please place recycle bins at curbside prior to 7 am.

Citizens in need of a recycling bin may visit the following locations: City Hall, 217 S. Main Street, 2nd Floor; the City Office Building, 132 N. Main Street, 1st Floor; and the Public Services Administration Building, 519 N. Fulton Street. Recycling Awareness Information is distributed with recycling bins. For more information regarding the City's Recycling program or to obtain a bin, please contact Lynn Hillard or Brian Moore at 704-638-5256.