

Press Release

For Immediate Release
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ELECTED OFFICIALS, MEDIA PERSONALITIES AND SCHOOLCHILDREN COMPETE IN ECO-SHOPPING CONTEST FOR AMERICA RECYCLES DAY

DENVER – The Colorado Association for Recycling (CAFR), Denver Recycles and King Soopers are celebrating America Recycles Day by hosting an Eco-Shopping Extravaganza competition featuring elected officials from Boulder County, City and County of Broomfield, City and County of Denver, and City of Golden along with local media representatives and schoolchildren.

“Recycling has a tremendous positive benefit for our communities,” said Marjorie Griek, executive director of CAFR. “America Recycles Day is an excellent opportunity for us to educate Colorado residents about recycling and buying recycled products as well as an opportunity to have some fun.”

The Eco-Shopping Extravaganza will take place at the King Sooper store (1355 Krameria St.) between 13th and Colfax in Denver on Wednesday, November 15, 2006, at 1:30 p.m. Commissioner Ben Pearlman (Boulder County), Council Member Steve Kaverman (City and County of Broomfield), Council Member Marcia Johnson (City and County of Denver), and Council Member Jacob Smith (City of Golden) will pair off respectively with media representatives Lynn Carey (News 4), Richard Ortner (7 News), Tom Mustin (News 4) and Greg Nieto (CW2) and fourth- and fifth-grade students from area schools, to find out who is the most eco-savvy when it comes to grocery shopping.

The teams, dubbed the Glass Gladiators, Aluminum Avengers, Paper Pirates and Plastic Police, will compete for \$500 worth of gift certificates to King Soopers. All prizes will be donated to local charities. This comes at an ideal time, two weeks before Thanksgiving.

The contestants will tour King Soopers wearing team t-shirts that were hand-painted by third-grade students at Columbine Elementary in Boulder. They will select products based on three eco-shopping principles: waste prevention, recyclability and recycled content (made from recycled materials).

“The event is designed to help raise awareness of the impact a person can have on our waste stream just from the products they choose at the grocery store,” said Stacy Lambright, Colorado’s America Recycles Coordinator. “It’s also a great opportunity to have fun and to donate gifts to local charities before Thanksgiving.”

The Eco-shopping Extravaganza is one of many events scheduled nationwide November 15 to celebrate America Recycles Day. America Recycles Day is a national promotion to raise awareness about the importance of recycling and buying recycled products. For more information visit www.cafr.org or www.americarecyclesday.org.

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