

Press Release

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COLORADO CELEBRATES AMERICA RECYCLES DAY TOMORROW

Thousands plan to participate in events and activities throughout the state

Recycling will be the focus tomorrow throughout Colorado as thousands celebrate America Recycles Day. The state is joining the rest of the nation in the annual campaign to encourage Americans to recycle and buy recycled products.

The Colorado Association for Recycling (CAFR) has been working with local coordinators throughout Colorado to plan programs that invite a broad spectrum of citizens to get involved and commit to recycling. One special feature of the effort is the opportunity to sign a personal pledge to recycle. The pledge blanks can be picked up at several participating organizations, or pledges can be made online at www.americarecyclesday.org.

America Recycles Day 2007 is one of the most comprehensive recycling awareness campaigns in the nation. Each year millions of people become better informed about the advantages of recycling at home and buying recycled products as a result of the group's efforts. Last year, thousands signed or e-mailed pledges to recycle and buy recycled. Local and state governments issued proclamations and resolutions in support of the program. Hundreds of events were staged to support the campaign in almost every state.

"We expect thousands of people throughout Colorado to sign pledges, come to events and rally around the recycling campaign," said Marjorie Griek of CAFR. "Many people are already active recyclers and constantly look for recycled products when they shop. But for recycling to really make a difference we need to involve thousands more. Tomorrow is an opportunity for us to do just that as we draw attention to the events in many of our cities and communities. Recycling is a win-win situation, so we hope everybody will do their part."

The campaign features the theme, It All Comes Back To You. The slogan presents multiple messages: a recycled product or material can return to consumers as another new product; recycling comes back to consumers as an improved environment, preservation of resources and economic well-being of the country; and it is everyone's responsibility to recycle.

Find out what's happening in Colorado by visiting CAFR's website at www.cafr.org. America Recycles Day 2007 maintains a website at www.americarecyclesday.org where you can go for information about national events and to sign an online pledge to recycle and to learn more about recycling.

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