



News Release

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Mayor McAdams Challenges Residents To Increase Recycling By 20 Percent

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Salt Lake County, UT— Mayor McAdams is challenging residents to increase the amount of material they recycle by 20 percent over the next year. At a news conference today, the mayor said reaching that goal would mean that Salt Lake County would then match the national average for recycling.

"I know we can do this," said Mayor McAdams. "Reaching this goal will be a win for our economy, a win for our wallets and a win for the environment."

Along with the challenge, Mayor McAdams introduced a new countywide recycling awareness campaign, with the tagline *Start a new cycle – Recycle*. He said residents will see posters at community facilities, and on garbage and recycling trucks to remind the public how easy it is for everyone to participate.

McAdams said the campaign is a collaborative effort between the county landfill and Wasatch Front Waste and Recycling, which collects recyclables.

"Coming together to work towards a common goal is the quickest way to get things done," said Coralee Wessman-Moser, Wasatch Front Waste and Recycling Board Chair. "We support the mayor's challenge and hope to see our recycling bins completely full on pick up day."

The new campaign and challenge were unveiled at Rocky Mountain Recycling, which is one of two businesses that purchase and process recyclable materials.

"Rocky Mountain Recycling alone employs hundreds of people throughout the intermountain west; so we know that recycling is not only good for the environment, but it's also great for the economy." said Larry Gibbons, Rocky Mountain Recycling Manager.

McAdams said that the simple act of reusing materials creates enormous community benefits. For example, he said recycling creates four jobs for every one job created in waste management. Also, it takes 95 percent less energy to recycle aluminum than it does to make it from raw materials.

“Working together to bolster our economy and improve our air quality and the environment can be as simple as dropping your empty plastic bottle into a blue bin,” said the mayor. “We think this new campaign will be a hit with the public and that they will rise to the challenge.”

More information is available on Salt Lake County’s new recycling website: www.recycle.slco.org.

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