



CARTON COUNCIL

recyclecartons.com

PRESS RELEASE TEMPLATE FOR COMMUNITIES

FOR IMMEDIATE RELEASE

[INSERT DATE]

CONTACT: Name, email address, phone number

Carton Recycling Is Now Available in [Insert Locality/City Name]

City will help residents reduce waste by offering recycling for their food and beverage cartons

City, State [INSERT DATE] - [Insert locality/city name] is proud to announce that as of [insert date], food and beverage cartons are now part of its recycling program. The City aims to further boost recycling rates by accepting food and beverage cartons, such as those used for milk, juice, soup, broths, beans and creamers. These containers can now be recycled and should be thrown in the [insert recycling bin color] bin along with other recyclable containers.

[INSERT QUOTE FROM LOCALITY OR ORGANIZATIONAL OFFICIAL ABOUT HOW THIS WILL BENEFIT RESIDENTS AND/OR WHY THE LOCALITY/CITY CHOSE TO COMMIT TO THIS]

The [locality/city]'s recycling rate of [xx] percent is well [“above” or “below”] our goal to reach [xx] percent recycling rate. Carton recycling is one way the city can help [“get closer to meeting” or “go above and beyond”] this goal.

Recycling food and beverage cartons is easy: Simply empty the carton, toss it in your recycling bin with other recyclable containers and then take your recycling bin to the curb on recycling day. You can keep the cap on and there's no need to flatten or crush the carton.

Carton recycling is now available in over 60% of American households nationwide and we are proud to now add to that group. Recycling cartons helps keep our environment greener by conserving our resources, reducing landfill waste and saving energy. In fact, paper produced using recycled fibers creates 35% less water pollution and 74% less air pollution than paper produced using virgin fibers.



SIG Combibloc





Once cartons are recycled they are turned into everyday products such as tissues, office paper and even building materials such as ceiling and roofing tiles.

[Insert locality/city name] partnered with the organization Carton Council to bring carton recycling to the area.

“We are committed to growing recycling in the U.S. and are excited [insert locality/city name] can now recycle cartons they use every day like milk, orange juice and broth,” said Carla Fantoni*, Vice President of Communications at Carton Council, a group of carton manufacturers united to expand carton recycling in the United States through strong private-public collaboration. “We are excited to help the residents of [insert locality/city name] recycle right.”

Residents can learn more about carton recycling by visiting <http://www.recyclecartons.com/>.

*Interviews with Carla Fantoni, Vice President of Communications at Carton Council, are available upon request.

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[Insert blurb on locality or city]

Carton Council is composed of four leading carton manufacturers, Elopak, SIG Combibloc, Evergreen Packaging and Tetra Pak as well as an associate member, Nippon Dynawave Packaging. Formed in 2009, the Carton Council is an industry organization committed to growing carton recycling in the United States. By promoting both recycling technology and local collection programs, as well as growing awareness that cartons are recyclable, Carton Council works to limit the number of cartons that become waste in the U.S. The Carton Council has successfully partnered with dozens of counties and cities across the country to launch large-scale public education efforts educating and



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motivating local residents to recycle their food and beverage cartons and increase their positive environmental impact.

Name of Sender

Title

CC/cc