

Recycling Alliance of Philadelphia

... a coalition of organizations and individuals working to promote recycling in Philadelphia

Member Organizations*:

- ◆ Center City Residents Association
- ◆ Citizens for Pennsylvania's Future
- ◆ Clean Air Council
- ◆ Clean Water Action
- ◆ Clean Water Fund
- ◆ Community Land Trust Corp.
- ◆ E.Y.E. Openers
- ◆ Frankford United Neighbors
- ◆ Fresh Fields Whole Foods Market
- ◆ Friends of Pennypack Park
- ◆ Greater Olney Community Council
- ◆ Hunting Park Community Development Corporation
- ◆ New Threads Inc.
- ◆ Northern Liberties Neighborhood Association
- ◆ Philadelphians for Recycling
- ◆ Penn Environmental Group
- ◆ Pennsylvania Horticultural Society
- ◆ Pennsylvania Resources Council
- ◆ Queen Village Neighbors Association.
- ◆ South Philadelphia Environmental Action Coalition
- ◆ South Street Neighbors Association
- ◆ Southwest Community Development Corporation
- ◆ Spruce Hill Community Association
- ◆ Village of Arts and Humanities
- ◆ Washington Square West Civic Association
- ◆ Weaver's Way Coop



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*As of May 2000

Embargoed Until:
11 am, November 15, 2005

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Recycling Advocates Launch New *Recycle NOW Philadelphia Campaign*

Philadelphia, PA- In celebration of America Recycles Day, November 15th, recycling advocates officially launched a new campaign called *Recycle NOW Philadelphia*. The press conference, hosted by Councilwoman Blondell Reynolds Brown, featured representatives from local government, the private sector, neighborhood groups, and the advocacy community. Afterwards, attendees toured the Blue Mountain Recycling facility, where they witnessed state-of-the-art recycling technology.

Recycle NOW Philadelphia is a public information, education and civic action campaign, the goal of which is the citywide implementation of a program that provides weekly, curbside recycling for every resident of Philadelphia. The initial objective of the Campaign is to demonstrate overwhelming public support for the Recycle Bank™ program and secure the commitment of elected officials to bring pressure on the Mayor and his administration to implement the program.

"Philadelphia has a deficient and shameful recycling program," said Evan M. Belser of Clean Water Action. "The Streets Department has been unwilling to enact the recommendations of the City Controller and the demands of residents. This campaign will place this problem at the center of city politics."

The Campaign's objective will be accomplished through a series of citywide presentations, highlighting the results of the successful Recycle Bank™ curbside recycling pilots conducted by the Streets Department throughout the past year in Chestnut Hill and West Oak Lane. The presentations will feature representatives of both Recycle Bank™ and the Recycling Alliance, who will explain, to those in attendance, the benefits of bringing Recycle Bank™ to their neighborhood. In response to this presentation, residents will be asked to sign petitions and introduce resolutions for adoption by their community, business, and civic organizations. Residents will also be asked to participate in a series of events over the next two years directed at all of Philadelphia's elected officials and prospective 2007 Mayoral candidates. The Campaign will seek public statements from each of these officials, documenting their support for the expansion of the Recycle Bank™ program to include every neighborhood in Philadelphia.

"The Recycle Bank™ program offers the best proposal we see on the table right now to help bring Philadelphia's recycling diversion rate closer to the goal of 50% established by Philadelphia City Council in the City's 1987 recycling ordinance," said Emily Linn of Clean Air Council.

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"We urge all residents who want to see a strong recycling program in their neighborhood to contact City Council and Mayor Street and to have their friends, family and neighbors do the same," said Christine Knapp of Citizens for Pennsylvania's Future. "It's time for the City to hear the voices of the community."

The *Recycle NOW Philadelphia* Campaign will be coordinated by the Recycling Alliance of Philadelphia and chaired by Maurice Sampson, Philadelphia's first Recycling Coordinator (1985-1987). For more information on the *Recycle NOW Philadelphia* Campaign, visit www.recycleNOWphila.org. For more information on the Recycling Alliance of Philadelphia, visit www.cleanair.org/recyclingalliance.

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