



## Curbside Recycling News

---

### For Immediate Release

August 1, 2006

### Media Contacts:

Joe Gudenrath  
City of Omaha  
444-5921

Melissa Meehan  
Aluminum Can Council  
(727) 743-3778

## **CITY OF OMAHA KICKS OFF RECYCLING PILOT WITH MAYOR Fahey AND CURBSIDE VALUE PARTNERSHIP**

Mayor Fahey and city officials emphasize value of recycling and ask residents to help divert "one more truck" away from landfill use

**OMAHA, NE** – The City of Omaha officially kicked off its new education campaign; "Recycling... It's **O!** So Easy!" with a special event at Rosenblatt stadium today.

Mayor Mike Fahey was joined by city officials, local homeowner association representatives and interested citizens to emphasize the importance of recycling and officially launch the city's partnership with the Aluminum Can Council's Curbside Value Partnership, a national program aimed at improving curbside participation nationwide one community at a time.

"We are asking our citizens to rethink recycling and remember that improving the environment and saving energy starts at home – residents can make a big difference right from their very own kitchens," said Mayor Fahey at the event. Fahey also pointed out that throwing away just one aluminum can is the energy equivalent of trashing six ounces of gasoline.

Campaign details and materials were unveiled at the event, including a mock up of the billboard that Omaha residents will soon see on the streets. Residents can visit [www.OmahaRecycles.com](http://www.OmahaRecycles.com) to find fact sheets and frequently asked questions about recycling.

The goal for Omaha is to increase recycling by 10% over the next twelve months. By doing this, the city will be able to shift one truckload of materials from the landfill to the recycling center. This shift will help save the city \$110,000 in revenue for city services. The campaign's success will depend on the willingness of residents to participate. Residents are reminded that if they don't already have a recycling bin, it is easy to get one simply by calling 444-5238.

Omaha was selected as a partner of the Aluminum Can Council's (ACC) Curbside Value Partnership (CVP) because of its new single stream program and access to data that will help to measure the program's overall success. The partnership will work to increase resident participation in the city's curbside recycling program, specifically focusing on education and outreach for three collection routes where recycling rates are low.

"Our main goal for this partnership is to focus on education and outreach that will eventually make recycling a daily habit for all residents." said Craig Covert, marketing manager of Alcoa's Rigid Packaging Division, and chairman of the Aluminum Can Council.

The CVP is a national program created to increase overall resident curbside participation rates in communities across the U.S. The partnership was created through a unity between the Aluminum Association and the Can Manufacturers' Institute (CMI), with funding from member companies including Alcoa, Anheuser-Busch Metal Container, ARCO, Ball, Novelis and REXAM.

Created three years ago, the national CVP program is a research-based partnership with communities, haulers, material recovery facilities (MRFs) and other stakeholders to identify solutions to improving curbside recycling programs and address falling recycling rates. CVP wants to increase residential participation in local curbside recycling programs and make curbside programs more profitable and sustainable. Current CVP partner communities include, but are not limited to, Burlington County, NJ; Kansas City, MO; Pasco County, FL; Indian River, FL; Denver, CO; Arlington County, VA; Orlando, FL and several counties in Pennsylvania. For more information, visit [www.RecycleCurbside.org](http://www.RecycleCurbside.org).

-# # #-