

Notification of News Release

For Further Information Contact

FOR IMMEDIATE RELEASE

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City of Montgomery To Participate In Pilot National Recycling Incentive Program

(Montgomery, OH) — The City of Montgomery will be the first in the State of Ohio to host RecycleBank, an incentive-based recycling program where residents receive coupons based on the amount of material they recycle. The Ohio Department of Natural Resources has awarded a grant of \$100,000 to the Hamilton County Solid Waste District to implement a two-year pilot project in the City of Montgomery. The City will partner with the Hamilton County Solid Waste Management District, Rumpke and RecycleBank, in facilitating this pilot project. The goal of the project is to stimulate participation in community curbside recycling programs and to increase the City's recycling rate. The project will also determine if the RecycleBank program increases recycling rates. To initiate the pilot project, both the Hamilton County Solid Waste District and Rumpke Recycling will contribute funding to the project. The pilot project is scheduled to begin in the fall of 2008.

Why the City of Montgomery?

The City of Montgomery was chosen because residents are accustomed to using wheeled garbage carts and the number of households in Montgomery makes the pilot manageable.

How does the program work?

Participating residents receive a wheeled RecycleBank toter; the toter has an identification code and when the recyclables are picked up, the material is weighed and recorded by the recycling truck, and the amount is then translated into reward dollars for the residents to use at local and national stores. Each participating resident will receive a starter kit with instructions and account information. Individual accounts will be accessible through the RecycleBank website or by phone. The website shows users how much they recycled and how many reward points they have earned. From here, users can redeem their rewards with 400 retail partners that participate in this program. Residents can earn up to \$35/month in RecycleBank rewards.

To learn more about RecycleBank, visit www.recyclebank.com.

In the coming months, City Staff, Rumpke and the Hamilton County Solid Waste District will be distributing information and scheduling public education forums on the pilot project coming to Montgomery. If you would like to attend an upcoming open house log onto www.montgomeryohio.org or call the City of Montgomery at 792-8314 for scheduled places, dates and times.