

For Immediate Release

Contact: Karen Fiedler, Solid Waste Supervisor
Waukesha County Department of Parks & Land Use – Recycling
Phone: 262-896-8014
E-mail: kfiedler@waukeshacounty.gov

Village of Merton Wins 2007 RECYCLE *MORE* Challenge

Greatest increase in recycling of 25 municipalities

Waukesha (WI) – January 15, 2008 - The Village of Merton, with a 37% increase in recycling tonnage, is the winner of Waukesha County's first RECYCLE *MORE* Challenge. In 2007, village residents recycled 258 tons, which was 69 tons or 37% more than in 2006.

"Recycling is an easy, efficient, and environmentally friendly way to save taxpayers dollars by reusing materials rather than throwing them in the landfill," states County Executive Dan Vrakas. "The RECYCLE *MORE* Challenge is a great opportunity for us to encourage residents to recycle more items and to develop good recycling habits. I would like to thank County staff for coordinating the program, communities for promoting the challenge, and all the citizens that participate for making it a success."

When called with the news that Merton was the winner of the challenge, Tom Nelson, the village administrator/treasurer/clerk, responded, "The village is growing and we have made a special effort to inform both current and new residents about recycling. We make sure every household has a blue bin or two (if needed) and a recycling guide - both provided by the county. Also Boy Scout Troop #47 conducted a door-to-door recycling campaign last fall that helped raise awareness."

In addition to the extra revenue generated by the increased recycling, the 69 additional tons recycled by village residents reduced greenhouse gas emissions equivalent to removing 41 cars from the road for a year. For their prize, the village will select from options such as park benches made from recycled #2 plastics or a set of recycling collection bins to use in the parks, athletic fields, or at special events so residents can recycle conveniently even when away from home.

Karen Fiedler, solid waste supervisor for the County, said, "Congratulations to the Village of Merton for winning the 2007 Challenge with such impressive numbers! Village staff and the scouts did a great job of getting information out to the residents, and they responded. We would also like to recognize the runners up in the Challenge: The Village of Dousman with a 35% increase and the Village of Lac LaBelle with 20%."

The RECYCLE *MORE* Challenge will continue in 2008. Residents needing an additional recycling bin and recycling guide should contact their city, town or village office. To find out how your community did in the 2007 Challenge or to learn more about recycling, visit "Recycle More Challenge" at www.waukeshacounty.gov/recycling.

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