



**PRESS RELEASE
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Premiere of “Earth” Movie Prompts Recycle More Promotion

Waukesha, WI (April 14, 2009) - The opening of DisneyNature’s new documentary “Earth” on Earth Day, April 22, has provided an opportunity to promote the new Recycle More Wisconsin campaign.

Waukesha County Recycling & Solid Waste Office is presenting the Recycle More message to the public at two Waukesha County theatres – the Majestic in Brookfield and the Hillside in Delafield. The Recycle More campaign includes posters and on-screen slides at the two theatres. Recycle More magnets will also be given to the first 500 people attending the movie “Earth” at each theatre.

Karen Fiedler, Waukesha County’s recycling and solid waste supervisor, who also serves as chair for the Wisconsin Be SMART coalition which launched the Recycle More Wisconsin program last fall, said “This is a new approach for us in promoting recycling. We have had great cooperation from the Marcus Corporation staff, and we believe combining our message with the opening of this amazing movie about our planet will encourage people to do more to protect it, including recycling more materials more often.”

Last year, Waukesha County residents recycled over 23,000 tons of newspapers, magazines, junk mail, phone books, cardboard, glass, plastic bottles, aluminum and steel cans. By recycling these materials, residents helped save enough energy to serve 2,281 homes for a year and reduced total greenhouse gas emissions equivalent to taking over 5,500 cars off the road for one year. In addition to saving energy, natural resources, and reducing pollution, the DNR has determined that recycling creates jobs and contributes over \$5 billion to the state economy.

“Recycling is not only good for the environment, but saves taxpayers money,” stated County Executive Dan Vrakas. “Recycling efforts by Waukesha County residents generated nearly \$1 million in revenue from the sale of recyclable materials collected by the County last year. By encouraging

further participation in the Recycle More program, ultimately, the County will save taxpayers money and introduce future generations to sustainability efforts.”

For detailed information about recycling in Waukesha County, visit www.waukeshacounty.gov/recycling. People in other parts of the state can visit www.recyclemorewisconsin.org and select your community name.

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Sidebar: County residents are invited to an Open House at the Materials Recycling Facility (MRF) on Saturday, April 18 from 10 a.m. to noon. Take a behind-the-scenes tour to see where your recyclables go and how they are sorted for manufacturing into new products. See samples of products with recycled content, meet Recycle Raccoon, and enter drawings for prizes. For more information, visit www.waukeshacounty.gov/recycling or call 262-896-8300.