



**DENVER**  
THE MILE HIGH CITY



**DENVER RECYCLES**  
CITY AND COUNTY OF DENVER

## **Solid Waste Association of North America Recognizes the City of Denver's Recycling Program**

*Denver Recycles' receives 2006 Innovation Excellence Award  
for Rethink Recycling program*

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**Denver CO** - Denver Recycles, a program of Denver Public Works/Solid Waste Management, was recognized by the Solid Waste Association of North America with its "2006 Innovation Excellence Award" at a ceremony held today at WASTECON 2006 in Charlotte, North Carolina.

This award recognizes the City of Denver's efforts to educate Denver residents about its newly expanded recycling program, while also trying to encourage more residents to participate in the service. The recently expanded program consisted of three key components: the addition of seven new recyclable materials; no more sorting of recyclable materials; and the recently accelerated phase in of new larger recycling carts.

The marketing and education efforts that accompanied the expanded recycling program included a broad based effort that used traditional marketing techniques, grassroots and community outreach, and the formation of unique partnerships with ten different organizations. Denver Recycles' partnered with Waste Management Recycle America, Rehrig Pacific, Denver's Department of Environmental Health, the Aluminum Can Council, Dex Media, The Denver Post, The Rocky Mountain News, Coca Cola, 9NEWS and KHOW 630am in an effort to get the word out about the program.

"The award-winning Denver Recycles initiative illustrates how the City and the community can partner for success," said Mayor John Hickenlooper. "The 24 percent increase in the amount of recyclables collected to date demonstrates that the recent enhancements to Denver's recycling program are delivering results. Our Greenprint Denver effort calls for even greater increases in recycling, and we look forward to engaging even more Denver residents in our expanded program. Recycling is one of the easiest ways in which each of us can play a role in protecting our environment and making our community sustainable."

Residents wishing to participate in the City of Denver's easy to use residential recycling program may sign up for service by calling 3-1-1 or online at [www.denvergov.org/DenverRecycles](http://www.denvergov.org/DenverRecycles) .

The final phase of implementing the new recycling carts will be completed by the end of 2006. The City of Denver provides recycling collection services to residents of the City and County of Denver who live in single family homes and multi-family building of seven or fewer units.

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