

Ulster County Schools Recycling Club

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE:(date of kick-off)

Contact: (School Principal's name)

(School phone number)

(SCHOOL NAME) KICKS OFF NEW SCHOOL RECYCLING PROGRAM

(Town) - The (name) School took a crucial step today in its efforts to make our earth a "greener" place to live. The (name) School announced a new comprehensive recycling program that will include a variety of recyclable materials. The program covers materials found in offices, classrooms and cafeterias including the following: (list all recyclables to be collected).

"Through the program, students and staff will be removing all of these materials from the waste stream," explained (school principal). "At the same time, the students will be learning valuable lessons about protecting the environment as they get hands-on recycling experience right in their classrooms and cafeterias." A team of key personnel, including the (name) school principal, teachers, custodians, food service staff and students, organized and implemented the new program. Student volunteers will be responsible for monitoring and program quality control. "We think it's important to start now in order to conserve resources," said (student name), of the (school name) environmental club. "If we don't act now, we won't have a very healthy environment by the time we're adults. It's up to today's kids to make a difference." ALL recyclables will be collected at the schools by (hauler name) and delivered to the Ulster County Resource Recovery Agency for processing. From there, the recyclables will be sold to various markets where they will be made into new products. Some area businesses have offered to become corporate sponsors of the new program, providing students with (supplies provided) to help with their recycling efforts. These generous businesses include (list all corporate sponsors).