

PRESS RELEASE

April 13, 2010

What: Colorado Springs Recycles presented by Pikes Peak Earth Day

Where: University Village Colorado, 5400 N. Nevada Avenue, Colorado Springs

When: May 1, 2010 from 9:00 am - 2:00 pm

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Why Recycle at May 1st Multi-material Recycling Event – Colorado Springs Recycles

COLORADO SPRINGS, CO - On Saturday, May 1, 2010 (May Day) the Pikes Peak Earth Day committee will host a multi-material recycling collection for residents in the Pikes Peak region. *Colorado Springs Recycles* will collect electronics, small appliances, batteries, CFL bulbs, paint, passenger vehicle tires, clothing, blankets and single-stream recycling for ethical recycling or reuse.

A recent study determined that Colorado Springs currently ranks 98th out of 100 cities in terms of sustainable practices. The Pikes Peak region is quickly falling behind the rest of the country in the "green" revolution. We hope that the *Colorado Springs Recycles* event will be a good step in ensuring we are not left behind.

Recycling and reuse has far reaching economic and ecological implications. The most efficient way to manufacture goods is to reuse old material. Recycling reduces the need to mine virgin materials, saving both resources and energy. Through recycling, our natural resources last longer and economic production becomes more sustainable. Most importantly, recycling generates jobs. The de-manufacturing of recycled material is an industry that employs dozens of people in the Pikes Peak region. If our community were to increase recycling efforts, the increase in recycled material would warrant the creation of even more jobs dedicated to preparing old material for reuse.

In addition to the positive economic impact it provides our community, recycling also provides a significant environmental benefit. Once the lifespan of our goods comes to an end, our material must go somewhere. If not recycled, the material will most likely end up as waste. Trashing of some material can result in hazardous metals and chemicals leaching into our soil and drinking water. Furthermore, items thrown into the trash end up taking up the limited amount of space we have in our landfills. Choosing the garbage can over the recycling bin prematurely ages these landfills. As a result, more expense and land must be devoted to housing our waste.

Colorado Springs Recycles collection will be from 9:00 am to 2:00 pm and will take place in the north parking lot at the University Village Colorado shopping center at 5400 N. Nevada Avenue. This event is available to residential (non-business) recyclers only. A fee of \$5 per vehicle will be collected at the event to help offset recycling charges. Additional tax deductible donations for Community Intersections, a local non-profit employing developmentally disabled individuals, will be accepted during the event. For a complete list of accepted materials and other event information please visit www.PikesPeakEarthDay.org.