



## News Release

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**For Immediate Release**

### **Rumpke Announces Recycling Results in Montgomery** *Program sees 39 percent recycling increase*

CINCINNATI (Nov. 30, 2009) – Montgomery residents have increased their recycling rate by 39 percent since October 2008 due to larger carts, additional promotions and incentives.

Prior to October 2008, the average Montgomery household recycled 11 pounds of material each week or 576 pounds a year. Since revamping the program last October, the average household increased their recycling to 15.5 pounds a week or 804 pounds a year. Community wide, residents recycled more than 1,200 tons since adopting the program compared to 978 tons the year prior.

“Montgomery residents have responded very well to the changes to program and are taking a more critical look at what they are throwing away,” said Mayor Gerri Harbison.

Last October, Rumpke Recycling upgraded Montgomery recycling containers from the 18-gallon red recycling bins to 65-gallon recycling carts. Residents also had the opportunity to sign-up for the RecycleBank® program to earn reward points based on the amount of material their household recycled.

In addition to upgrades to the City’s recycling program, Montgomery took a more active role in promoting the importance of recycling to residents in 2009.

“The citizen Environmental Advisory Council played a large part in the success of this program,” Harbison said. “They worked in conjunction with City staff to promote recycling at events throughout the year, as well as to their friends and neighbors.”

“We are very pleased with the results in Montgomery. According to initial research, while the addition of the RecycleBank program had a role in these higher rates, the larger recycling containers coupled with more public outreach, have taken recycling to another level in Montgomery,” said Jeff Rumpke, vice president, Rumpke.

Montgomery was the first city in Ohio to adopt the RecycleBank program. The two-year pilot program was nearly a \$300,000 investment by the partner organizations, including a \$100,000

grant from Ohio Department of Natural Resources, more than \$70,000 from the Hamilton County Solid Waste Management District, and nearly \$115,000 from Rumpke Recycling.

Rumpke Consolidated Companies, Inc. has been committed to keeping neighborhoods and businesses clean and green since 1932 by providing environment friendly waste disposal solutions. Headquartered in Colerain Township, Ohio, just outside of Cincinnati, Rumpke is one of the nation's largest privately owned residential and commercial waste and recycling firms, providing service to areas of Ohio, Kentucky, Indiana and West Virginia. Rumpke divisions include Rumpke Recycling, Rumpke Portable Restrooms, The William-Thomas Group, Rumpke Hydraulics & Machining, Rumpke Haul-it-Away and Rumpke Ballpark. For more information, visit [www.rumpke.com](http://www.rumpke.com).

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