



## News Release

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**For Immediate Release**

## **Recycling Success at Red, White & BOOM!** **More Than 100,000 Beverage Containers Recycled at the Midwest's Largest Independence Day Fireworks Celebration**

COLUMBUS, Ohio (Aug. 1, 2008) The Independence Day celebration in Columbus, Ohio, Red, White & BOOM!, offered recycling for the first time this year, and people in attendance took full advantage of the "green" option by recycling 3,000 pounds of materials at the one-day event.

Nearly 75 percent of the recyclables consisted of beverage containers, such as plastic bottles and aluminum cans. This accounts for more than 100,000 bottles and cans, based on the average weights of these materials. Cardboard and paper products made up the remaining portion of the recycling collected at the event.

As designated by the Ohio Department of Natural Resources (ODNR), Red, White & BOOM! will continue to serve as the example special event for their recycling program. Red, White & BOOM! was not only the first major special event to execute this recycling plan in Ohio, it was the first in Columbus. Rumpke Recycling, the Ohio Department of Natural Resources (ODNR) and Promotions One, Inc. partnered to bring recycling to the holiday event.

According to Mike Collins, executive director of Red, White & BOOM! "This will not only position the Midwest's largest Independence Day celebration as a demonstration project for recycling, we're looking forward to executing the plan well enough to be identified as a best practice."

Red, White & BOOM! featured 250 recycling containers, easily identified by a bright yellow lid with a hole cut in the top. Attendees and vendors could recycle paper products, cardboard, plastic bottles, aluminum cans and glass bottles. Rumpke Recycling crews continually collected the recyclables during the event from the 96-gallon containers and transported the items to Rumpke Recycling's material recovery facility in Columbus, Ohio.

"Recycling at Red, White and BOOM! and other large events accomplishes more than most people realize," said ODNR Director Sean Logan. "Besides the decreased strain on our landfills, and the return of raw material to productive use, we send an important message that recycling is a community-wide responsibility that never takes a holiday."

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The materials accepted for recycling at Red, White & BOOM! were the same as the items most residents in Central Ohio can recycle at home. Rumpke Recycling provides curbside recycling service to nearly 100,000 residents in Central Ohio.

“The success at Red, White & BOOM! demonstrates a clear commitment to recycling from Central Ohio residents. Rumpke Recycling processed nearly 66,000 tons of recyclables at our Columbus facility in 2007, and we are on pace to recycle more than 70,000 tons by the end of this year,” said Rumpke Vice President Andrew Rumpke. “We hope that people are more likely to recycle at home when they see the same options at public events.”