

## **PRESS RELEASE: 10 AREA SCHOOLS BATTLE FOR CASH PRIZES**

**Indianapolis, IN.** It's that time of year when leaves begin to turn and fall, and when area schools begin collecting old telephone directories in the annual YP Phone Directory Recycling Program sponsored by the Indiana Recycling Coalition. The seventh annual YP Phone Directory Recycling Program kicks off today with 10 schools vying for cash prizes totaling \$1,900. Nearly 40 tons of outdated directories were collected last year with Greenbriar Elementary School in first place by collecting 7.35 tons.

"Our local community and school community converge to help the environment through a phone book recycling campaign," said Kathy Robbins, Greenbriar Elementary teacher. "Our students at Greenbriar Elementary School have been talking about phone books since January when they celebrated last year's collection. They speak for the trees since 'the trees have no tongues.'"

The Indiana Recycling Coalition is coordinating this year's phone book recycling program by joining forces with YP and Republic Waste Services & Recycling of Indiana to recycle old directories as the new Indianapolis YP Real Yellow Pages directories are delivered throughout the area.

"We look forward to partnering with YP and Republic each year to provide this recycling opportunity," said Carey Hamilton, Executive Director, Indiana Recycling Coalition. "This program provides a way for the entire community to support recycling and the local schools. This fun, rewarding and educational program helps promote a culture of sustainability in Indianapolis."

These schools will be working hard to win the big prize:

- Bunker Hill Elementary, 6620 Shelbyville Road
- Center for Inquiry #2, 725 N. New Jersey Street
- CHOICE Academy, Decatur Central High School, 5251 Kentucky Avenue
- Fox Hill Elementary, 802 Fox Hill Drive
- Greenbriar Elementary School, 8201 N. Ditch Road
- Jonathan Jennings Elementary School #109, 6150 Gateway Drive
- Paul I. Miller Elementary #114, 2251 Sloan Avenue
- Northview Middle School, 8401 Westfield Boulevard
- Southport High School, 971 E. Banta Road

- Sunnyside Elementary, 6345 Sunnyside Road

A total of \$1,900 will be awarded among the schools participating in this year's challenge. Prizes will be awarded to the top three schools, with \$600 going to the school collecting the most directories, \$400 for second place, and \$200 for third place. Schools finishing fourth through tenth will each receive \$100.

The collection containers, hauling and recycling services are being provided by Republic Services of Indiana. In addition to collection areas at the various schools there are three drop-off locations at Republic Services sites, so there is plenty of opportunity for recycling the collected directories:

- Circle City Recycling, 3617 Southeastern Avenue
- Langsdale Recycling, 832 Langsdale Avenue
- Republic Services, 96th Street Transfer Station

A map of all 13 drop off locations can be found [here](#).

YP understands that as consumer habits change, so does their need for print directories. Anyone wishing to limit, or stop, delivery of directories should visit [www.YellowPagesOptOut.com](http://www.YellowPagesOptOut.com) or call 1-866-329-7118 to submit a request to stop the future delivery of directories from all directory publishers. The site is free and information provided through the site will not be shared with anyone other than directory publishers for the purpose of updating distribution lists.

YP Real Yellow Pages directories are made from recycled paper waste and wood fiber waste such as sawdust and wood chips left over from lumber processing operations. Residents and businesses can call YP at 1-800-953-4400 for information about recycling outdated phone books in this community.

In addition to the directory, consumers are encouraged to use YP.com and [www.RealPagesLive.com](http://www.RealPagesLive.com) to access business, government and residential listings.

### **About the Indiana Recycling Coalition**

*The Indiana Recycling Coalition (IRC) is a not-for-profit 501(c)3 organization that was formed in 1989 to support source reduction, reuse, composting and recycling activities in Indiana. The*

IRC's members include state and local governments, business, industry, not-for-profits and individuals. Visit the IRC website at [www.indianarecycling.org](http://www.indianarecycling.org)

### **About Republic**

*Republic Waste Services maintains its position as a pillar of the Central Indiana business community by providing excellent service and investing in great people and technology. Operating with integrity, honoring our commitments to our customers and our people, has been rewarded with consistent growth. We are Central Indiana's largest and most experienced recycling service provider, serving businesses and residential communities on our little corner of the planet since 1969.*

### **About YP**

*YP is a leading local marketing solutions provider in the US dedicated to helping local businesses and communities grow. YP's flagship consumer brands include the popular YP app and YP.com, which are used by more than 80 million visitors each month in the U.S. (Internal Data, July 2014). YP solutions include websites, listings management, reputation monitoring, video ads, search engine optimization, search engine marketing, advertising on YP and the YP Local Ad Network, online display and mobile advertising, and advertising in The Real Yellow Pages® directory. YP solutions and services are backed by thousands of media consultants and customer service professionals in local markets across the U.S. with relationships spanning more than half a million advertisers. For more information on YP, visit us at <http://corporate.yp.com>. Follow us on Facebook: <http://www.facebook.com/YP> and on Twitter: [@YP](#).*

###