

Indiana Recycling Coalition Launches new high school Student Recycling Leadership Corps program

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INDIANAPOLIS- The Indiana Recycling Coalition (IRC), today announced a partnership with PepsiCo Recycling to launch a new high school recycling program: the Student Recycling Leadership Corps. The goal of this partnership is to grow the impact of K-12 recycling programs and away-from-home recycling by facilitating PepsiCo Recycling's Recycle Rally program in high schools and implementing public space recycling projects in communities across Indiana. Student Leaders will be selected from a competitive application process. The IRC will select 15 students to join the Corps and Student Leaders who successfully complete the program will receive a \$500 college scholarship. "The Indiana Recycling Coalition is thrilled to launch this program to develop recycling leaders in Indiana's high schools in partnership with PepsiCo Recycling's Recycle Rally Program," said Carey Hamilton, Executive Director, Indiana Recycling Coalition. "We look forward to helping develop the next generation of recycling leaders while immediately growing access to recycling in schools and communities across the state," continued Hamilton.

The goal of the Leadership Corps is to engage Student Leaders across Indiana in recycling initiatives in their communities, building the next generation of recycling champions. Through these Student Leaders, the IRC will measure recyclable materials recovered from each student project, working towards PepsiCo's goal of increasing the U.S. beverage container recycling rate to 50% by 2018 and the IRC's goals of increasing away-from-home recycling and helping Indiana achieve the newly legislated state-wide 50% recycling goal.

"We're excited to partner with the Indiana Recycling Coalition to amplify the impact of Recycle Rally across Indiana and engage students to lead local recycling efforts," said Tom Mooradian, Sustainability Manager, PepsiCo. "Recycle Rally enables students at schools of all sizes to build a sense of teamwork and recognition in their communities and we hope this innovative program will become a model to both increase in-school recycling and create future recycling leaders across the country."

PepsiCo Recycling's Recycle Rally is a nationwide school recycling program designed to provide educational materials, motivational tools and rewards to schools for helping K-12 students make recycling part of their lives. The Student Recycling Leadership Corps aims to take K-12 school recycling programs to the next level, expanding to more schools across Indiana and offering exciting new opportunities for involvement. More about Recycle Rally can be found at www.PepsiCoRecycling.com/Programs/RecycleRally

For more info on the Student Recycling Leadership Corps program, please visit the IRC website for details on how to apply: www.indianarecycling.org

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 or follow us on [Facebook](#) or on Twitter [@INRecycling](#)

About PepsiCo

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2014, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose - our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit www.pepsico.com.

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