

Press Release: FOURTH ANNUAL PROJECT REDIRECTORY PHONE BOOK RECYCLING PROGRAM GROWS AS NEW SCHOOL, DROP-OFF LOCATIONS ADDED

Program Expects to Exceed Last Year's Collection of 65 Tons

October 18, 201

INDIANAPOLIS, IN, The fourth annual AT&T Project ReDirectory phone book recycling program kicked off at Sunnyside Elementary School, and it's shaping up to be bigger and better than past years.

Sunnyside, the big winner last year collecting more than nine tons of directories and winning \$532, will be out to defend its title. The winning school this year earns \$650 and a Radio Disney assembly, and all schools have an opportunity to win some cash.

There are 12 schools participating in the program this year, one more than last year, where outdated directories can be recycled. There are also 10 drop-off locations, compared to seven last year. However, the most significant change this year is that seven Marsh Supermarkets will offer phone book recycling containers in their parking lots.

"AT&T Project ReDirectory teaches our local area youth about the importance of recycling," said Lawrence Mayor Paul Ricketts. "What a wonderful way to get our young people and everyone in the community involved in such a worthwhile project. I applaud all the companies who have come together to support this effort, and it speaks volumes about the pride you all take in making Indiana better today, tomorrow, and in the future."

The Indiana Recycling Coalition (IRC) is coordinating this year's phone book recycling program by joining forces with Marsh Supermarkets, Republic Waste Services & Recycling of Indiana and AT&T to recycle old directories as the new Indianapolis AT&T Real Yellow Pages are delivered throughout the city.

"This program has become very successful and competitive over the years," said IRC Executive Director Carey Hamilton. "We are excited about this year's program and glad to work with Marsh, Republic, and AT&T to help students improve our community's environment and to offer more visible recycling drop-off locations, making it easier for community members to recycle old phone books."

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

- Abraham Lincoln Elementary, 5241 Brehob Road
- Bunker Hill Elementary, 6620 Shelbyville Road
- CHOICE Academy, Decatur Central High School, 5251 Kentucky Avenue
- Greenbriar Elementary School, 8201 Ditch Road
- Herron High School, 110 E. 16th Street
- Irvington Community School, 6705 East Julian Avenue

- Jonathan Jennings Elementary School, 6150 Gateway Drive
- Northview Middle School, 8401 Westfield Blvd.
- SENSE Charter School, 1601 S. Barth Avenue
- Southport High School, 971 E. Banta Road
- Sunnyside Elementary, 6345 Sunnyside Road
- John Strange Elementary School, 3660 E. 62nd Street

A total of \$2,050 will be awarded among the schools participating in this year's challenge. Prizes will be awarded to the top three schools, with \$650 and a Radio Disney assembly going to the school collecting the most directories, \$300 for second place, and \$200 for third place. Schools finishing fourth through twelfth will each receive \$100.

Old directories may be dropped off at the following Marsh Supermarkets:

- 5104 Franklin Road
- 5830 West 86th Street
- 2135 North Post Road
- 7099 Michigan Road
- 11625 Fox Road
- 1435 West. 86th Street

Directories may be dropped off at the following Republic Services locations:

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

The 22 collection containers, hauling and recycling services are being provided by Republic Services of Indiana.

AT&T 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 AT&T Project ReDirectory at 1-800-953-4400 for information about recycling outdated phone books in this community.

About IRC

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 government officials, business, industry, not-for-profits and individuals. Visit the IRC website at www.indianarecycling.org