

For Immediate Release - September 30, 2009

## **Indiana Recycling Coalition Receives \$100,000 Grant to Support Climate Change Education**

The Indiana Recycling Coalition received a two year \$100,000 grant from the Nina Mason Pulliam Charitable Trust to support our "Recycling and Your Carbon Footprint" climate change education campaign, as well as to support the IRC's long term sustainability by helping to grow and diversify our fundraising program.

The grant will expand upon a multi-pronged education campaign originally funded by the Wal-Mart State Giving Program. This program is designed to reach Hoosiers - in classrooms, civic halls and board rooms - with the message that recycling is one of the easiest ways to reduce our carbon footprints. According to Harriet Ivey, President and CEO of the Nina Mason Pulliam Charitable Trust, "This grant responds to the Trust's interests in promoting environmental stewardship among all Hoosiers. Even small changes we can make collectively in our daily habits can produce substantial positive results for improving the environmental quality of life now and for those who will follow us."

In addition, the IRC will kick off a membership develop campaign and a plan to diversify and strengthen our financial base. The IRC will be able to increase our recycling education and policy initiatives while strengthening our organization's fiscal position for years to come. One additional staff person will be substantially funded by the Trust for two years.

"We are extremely thankful to have received this grant from the Trust in support of our work to improve Indiana's environment," said IRC's Executive Director, Carey Hamilton. "I am pleased to welcome Ms. Monica Whitfield Brase to the IRC team. Ms. Brase brings 20 years of communications, marketing and education experience and a strong passion for our mission. She will serve our needs well as the new Program and Membership Services Director," continued Ms. Hamilton.

Nina Mason Pulliam was a business leader, journalist, humanitarian and a lover of all creatures. At her direction, upon her death, her assets were placed into an irrevocable charitable trust to support the causes she loved, including protection of the environment in her home states of Arizona and Indiana.

The Indiana Recycling Coalition's mission is to support source reduction, reuse, composting and recycling activities in Indiana. The IRC was formed by a group of dedicated volunteers in 1989 as a nonprofit 501 (c)(3) organization representing concerned citizens, state and local government officials, business, industry and environmental groups. On November 7, 2009, we will celebrate our 20 years serving as Indiana's voice for recycling with a gala celebration at the Indianapolis Museum of Art. Details about the IRC and this special event can be found at [www.indianarecycling.org](http://www.indianarecycling.org)