



Curbside Recycling News

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**SEVEN CENTRAL VIRGINIA COMMUNITIES ARE THE LATEST TO PARTNER WITH THE
CURBSIDE VALUE PARTNERSHIP**

*Partnership with the Central Virginia Waste Management Authority to Bring Grassroots Education
Campaign to Residents This Summer*

ARLINGTON, Va. —Homeowners in Central Virginia will soon be hearing a lot more about the convenience of curbside recycling thanks to a partnership between the Curbside Value Partnership (CVP) and the Central Virginia Waste Management Authority (CVWMA).

CVP is a national invitation-only program designed to help communities grow their curbside programs through education. Since 2005, CVP has partnered with 27 communities and four states to develop, execute and measure highly effective education campaigns. They selected CVWMA as their latest partner after interviewing several communities across the country. CVWMA is a public service authority that serves 13 Central Virginia municipalities (seven of which have curbside programs). The municipalities that will be part of the effort include the cities of Richmond and Colonial Heights, the Town of Ashland and Goochland, Henrico, Chesterfield and Hanover Counties.

“Through this partnership we have the potential to reach more than 250,000 households with meaningful messages about recycling,” said David Gill, CVP board chair and global account director for Novelis Corporation. “CVWMA was selected because they operate an efficient program, they meet our high standards for data collection and are committed to investing in education in a strategic and ongoing way.”

With assistance from CVP, CVWMA will roll out and measure a grassroots education campaign to increase awareness for curbside recycling, grow participation and ultimately boost volume. “Working with CVWMA, we will educate residents on how they can participate in their community’s program and hopefully demonstrate to them why their efforts are so critical,” said Steve Thompson, CVP executive director. “We all benefit from more recyclables and we are pleased to be partnering with CVWMA in this important effort.”

The campaign is expected to launch this summer and planning is in full swing. Education tactics will include advertising, an enhanced Web and social media presence, marketing, public relations and grassroots, community-level outreach. CVWMA will measure the impact of the campaign via the Re-Trac data management tool.

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Each community pays a per-household fee to CVWMA to oversee education efforts on their behalf and they plan to tap CVP's expertise to help them put those scarce resources to the best use, and to benefit from their years of successful partnership campaign experience.

"CVWMA is proud to have been selected as a partner by CVP," said Kim Hynes, executive director of CVWMA. "As communities struggle to do more with less, CVP is an example of true collaboration between the public and private sectors, and one we feel is a win-win. We look forward to accessing their resources and expertise and are eager to launch this new campaign. Our residents should stay tuned!"

Officials plan to launch the campaign later this summer and CVP will promote best practices gleaned from the effort to communities across the country via its website, www.RecycleCurbside.org.

ABOUT THE CURBSIDE VALUE PARTNERSHIP

The Curbside Value Partnership (CVP) is a 501(c) (3) organization designed to grow participation in curbside recycling programs nationwide. It is the only current national program that engages all recycling stakeholders (including government, private industry, haulers and materials recovery facilities) to identify solutions to improving curbside recycling programs through education and data analysis. CVP's goal is to launch and study education programs to increase participation in local curbside programs, and make programs more profitable and sustainable. To date, 27 communities and four states have been engaged by CVP in education campaigns. The program is currently funded by members of the Aluminum Association (Alcoa, ARCO Aluminum and Novelis) and Can Manufacturers Institute (Ball Corporation, BWAY Corporation, Crown Holdings Inc., Impress USA, Metal Container Corporation, Sonoco-Phoenix Inc, Rexam, Silgan Containers Corporation and the Van Can Company) as well as Coca Cola. Other corporate sponsors interested in impacting recycling rates in a meaningful way are always welcome. For more information, visit www.RecycleCurbside.org.

ABOUT CVWMA

The Central Virginia Waste Management Authority (CVWMA) is a public service authority that implements solid waste management and recycling programs for thirteen local governments. Since its formation in 1990, the CVWMA has endeavored to provide efficient and economical waste management and recycling solutions for its member jurisdictions. The CVWMA's aim is to meet local governments' waste management and recycling needs, through improving existing services and programs and expanding into new program areas. A board of directors including representatives from each member locality governs the actions of the Authority and daily operations are coordinated by an experienced staff.

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