

PRESS RELEASE

CONTACT

Nancy Drumheller, Public Information
Coordinator



DATE: Friday, June 15, 2012

FOR IMMEDIATE RELEASE

Central Virginia Waste Management Authority
2100 West Laburnum Avenue, Suite 105, Richmond, Virginia 23227
(804) 359-8413 ♦ fax (804) 359-8421 ♦ www.cvwma.com

Colonial Heights Preps for Exciting Trash & Recycling Changes

Citywide Delivery of New Large Recycling Carts and smaller Trash Carts Set for mid-late June Incentivized- Recycling Rewards Program Starts

Richmond, VA- June 15, 2012 - In an effort to lessen landfill waste, the City of Colonial Heights is replacing each existing residential blue trash can with a smaller, 68-gallon, burgundy-colored trash cart. At no additional cost to the City or its residents, Colonial Heights single-family households will also receive a new, green, 96-gallon rolling recycling cart and information on registering for the City's new incentivized curbside Recycling Rewards program.

"The City is eager to get our new recycling carts on the ground and in service, said City Manager Tom Mattis. "We're proud to be the first in the Richmond-region to offer residents this enhanced recycling program and we're hopeful this new program will help us achieve our waste stream reduction goals as recycling increases," Mattis said.

- **Container First Services (CFS) will begin distributing new trash carts, week of June 18 with service set to begin July 1. Residential trash collection will continue to be collected on Wednesdays. First collection day will be Thursday, July 5 because of the Fourth of July holiday (Wed., July 4)**
- **TFC Recycling will begin distributing the new, larger recycling carts, on or about June 22 with service also set to begin July 1. Recyclables will be collected every other Friday beginning July 6. First collection day will be Saturday, July 7 because of the Fourth of July holiday. A bi-weekly curbside collection schedule will be delivered with the new recycling carts.**

Colonial Heights residents will be the latest to join hundreds of thousands of other customers state-wide already participating in TFC Recycling's popular incentive program, Recycling Perks, which rewards curbside recyclers with points that accumulate at each collection and can be redeemed for gift certificates and coupons at a wide variety of local restaurants and retailers.

“Our Recycling Perks program is designed to raise awareness, promote the benefits of recycling and encourage residents to support local businesses in the City of Colonial Heights and surrounding areas,” said Recycling Perks President, Bill Dempsey. “This program has proved wildly successful in other parts of the state and we expect to see that trend continue here,” Dempsey added.

The program works by providing points to participating households based on how often their recycling container is at the curb for pick up. The information is then systematically converted to points that can be cashed in online at www.recyclingperks.com.

"This is a very innovative approach to promoting and encouraging recycling," said the Executive Director of the Central Virginia Waste Management Authority, Kim Hynes. "We are pleased that Colonial Heights is taking the lead in this regard for our region and hope similar efforts will expand to our other members."

CVWMA serves the cities of Colonial Heights, Hopewell, Petersburg and Richmond, the Town of Ashland and the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George.

Digital pamphlets relating to trash and recycling offer Colonial Heights residents tips and answers to frequently asked questions and other useful information, can be found online at www.colonialheightsva.gov

For more information, city residents can call also call the Recycling Hotline at 340-0900 or the Trash Hotline at 425-0500.



###