

PRESS RELEASE

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FOR IMMEDIATE RELEASE



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Town of Ashland Announces Enhancements To Curbside Recycling Program

*Delivery of New Large Recycling Carts
Set for early January
Incentivized- Recycling Rewards Program Starts*

Richmond, VA- November 15, 2012 – Ashland Town Council voted Monday, Nov. 5 to upgrade recycling services for Town residents. The Town will also initiate an incentivized program to reward residents for recycling.

Residents will receive at no cost a 96 gallon wheeled recycling cart the first week in January. With the much larger carts replacing the small recycling bins, collection of recyclables will occur **EVERY OTHER WEEK** beginning **January 7, 2013**.

“Town Council is eager to get our new recycling carts on the ground and in service, said Town Mayor Faye Prichard. “We’re proud to offer residents this enhanced recycling program with rewards.”

The larger recycling cart will provide increased storage capacity for recyclable items (4 times the capacity of the current bin); has wheels making it easier to get to the curb; and has a lid to keep materials dry and from blowing around. No more lugging multiple bins to the curb!

Ashland 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. Recycling Perks rewards curbside recyclers with points that accumulate at each collection and can be redeemed for discounts and coupons at a wide variety of local restaurants and retailers.

“We are excited to be working with the Town of Ashland by having them join our growing list of cities across the county. Our Recycling Perks program is designed to raise awareness on the benefits of recycling, encourage residents to support local businesses in Ashland and increase material collected,” said Recycling Perks President, Bill Dempsey. “This program has proved very successful in other communities we serve and we expect to see that trend continue here,” Dempsey added. Visit www.recyclingperks.com for more information.

“We’re hopeful these recycling program enhancements will help us achieve our waste stream reduction and environmental goals as recycling increases,” says Town Manager Charles Hartgrove.

The larger carts for recycling and the incentive program will divert recyclable material from going to the landfill, help families save money through discounts, and increase traffic for local businesses – everybody wins!

“This is a very innovative approach to promoting and encouraging recycling and we are pleased that Ashland is taking this leap forward,” said Kim Hynes, CVWMA Executive Director.

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.

For more information, Town residents can call the Recycling Hotline at 340-0900 or visit www.cvwma.com.



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