

ENVIRONMENTAL PROGRAMS

NEWS RELEASE



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COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS

FOR IMMEDIATE RELEASE

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RESIDENTIAL RECYCLING—NOW YOU CAN “RETURN AND EARN” MORE THAN BEFORE

Thanks to the increased California Redemption Value (CRV), there's more money to be saved by consumers who recycle their beverage containers. The new rates provide residents with four cents for all aluminum, glass, plastic and bi-metal containers under 24-ounces, and eight cents for containers 24-ounces and greater.

Summertime is the season for backyard barbecues, and beach and camping trips, leading to an increase in the amount of containers generated. “Instead of throwing the containers away, bring them to a recycling center to get cash you may not know you had coming,” says Robert Barker, Senior Civil Engineer at the County of Los Angeles Department of Public Works. “Having the kids collect and recycle the containers is a perfect way to teach them the value of recycling and the environment. It also gives them a chance to earn a little spending money.”

Beyond the cash, increased recycling benefits all of us in a number of ways that includes reducing the need to build new landfills. Recycling saves significant amounts of energy:

- An aluminum can produced from recycled aluminum requires only 5 percent of the energy required to produce the same can from original ore.*

- Recycling one glass jar saves enough energy to light a 100-watt light bulb for four hours.*
- In one year, the energy conserved by recycling saves enough energy to power nine million households for a year.*

Recycling saves natural resources:

- American consumers currently throw away enough aluminum to rebuild the entire United States commercial airliner fleet every three months.*
- Recycling one ton of aluminum saves 37 barrels of oil.*
- Every ton of paper recycled saves 17 trees.*

A new effort to bring the recycling message to Los Angeles County residents was just launched as a continuation of the County's multi-year "Get Carried Away" campaign. It utilizes billboards and transit shelter advertising placed strategically throughout the County. The billboards and transit advertisements are designed to direct people to the website address, 888CleanLA.com, and phone number, 1(888)Clean LA, where complete updated lists of recyclable materials can be obtained.

"We've found that when it comes to recycling, the vast majority of residents want to do the right thing. It's largely a matter of keeping them current on what types of materials can and should be recycled and how to do it properly," said Barker. "By providing the most up to date, how-to information on our website and phone number, residents are better able to act on the options available to them."

"This way, residents can make informed decisions about their purchases," said Barker. "Not only that, but by joining our recycling program, residents can help to protect the environment, conserve landfill space, and save money in the process."

END

*source: www.epa.gov