

Sample Press Release

For Immediate Release:

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[Event Name] Implements Waste Zero Waste Program

San Jose, California, August 28, 2007 – [Event Name] today announced a new zero waste program that will go beyond the previously implemented recycling program, demonstrating its continued commitment to protecting the environment and reducing its ecological footprint.

Staff, attendees, and vendors will be able to benefit from this zero waste program. The programs will foster a sense of personal responsibility, as well as appreciation for the environment. Such efforts will drive home the message that in the City of San Jose, you can recycle where you work, live, and play. Collection containers that will be used to collect waste will be distributed throughout the event area to ensure that there will be easy access to a waste receptacle no matter where you are.

The new program will continue to support previously established waste reduction efforts, such as bottles and cans recycling, while integrating new features. Food waste, napkins, and biodegradable food serviceware (compostables) would be collected in a separate container from plastic bottles and aluminum cans (recyclables). The compostables are taken to Z-Best in Gilroy at the end of the event to be composted. The San Jose Conservation Corp (SJCC) collects recyclables generated throughout the event. At the close of the event, the recyclables are manually sorted, and later redeemed for their value. The funds collected from the recyclables are circulated into the funds for their charter school for disadvantaged youths. Used cooking oil is collected by San Jose Tallow Company for recycling. The cooking oil is processed through their system and then brought to Energy Alternative Solutions, Inc. to be turned into bio-diesel fuel.

For more information:

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