



**PLASTICS. TOO
VALUABLE TO
WASTE. RECYCLE.™**



keep
california
BEAUTIFUL

RECYCLING CAMPAIGN YIELDS IMPRESSIVE RESULTS STATEWIDE

Thriving partnership programs help recycle more than one million pounds of plastics and other materials

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SACRAMENTO, Calif. – Partners in a public-private initiative gathered at the State Capitol in Sacramento today to celebrate the [Plastics. Too Valuable to Waste. Recycle.™](#) campaign, which began in 2007. Together, the various programs and partners across the state have recycled more than 459 tons of materials to date, including about 84 tons of plastics. Today's open house provided an opportunity for the public to learn about a number of the partnerships that have helped make the campaign a success.

One of the programs, "[Recycle. Goal!](#)", is a partnership with the L A Galaxy professional soccer team, its parent company AEG, and Keep California Beautiful (KCB). This program brings youth soccer teams together to compete to collect the most recyclable material by weight. Each qualifying team earned a gift card to Dick's Sporting Goods for the team's use, and the winning team was awarded tickets to a Galaxy game and a soccer clinic with the Galaxy. In 2012, the participating teams recycled more than 11,000 pounds of materials and nearly 3,000 pounds of plastics.

Also featured was "[Read, Write, Recycle!](#)", a program with regional school districts that educates youth about the importance of recycling to protect the environment. Last year, the program took place in the West Covina Unified, San Juan Unified and Natomas school districts. Local Conservation Corps also partnered for the educational program. A total of 5,800 students from nine schools participated and collected more than 14,000 pounds of recyclables.

Another program on display was [Green Gardens](#), a program designed to teach students both the importance of healthy living and recycling containers they use every day. As part of the *Green Gardens* program, students in the LA's BEST after school program received educational materials about healthy eating and the value of recycling. "I'm thrilled to be involved in an effort that helps keep our community healthy and fosters better nutrition for our children," said Senator Ricardo Lara.

"When we started this effort, we had a lot of enthusiasm for protecting and preserving California's natural beauty. The results have exceeded our expectations," said Steve Russell, vice president of the American Chemistry Council's Plastics Division. "So far, 84 tons of plastics have been recycled, and this number will only grow as our partners expand and our programs evolve."

The *Plastics. Too Valuable to Waste. Recycle.*™ campaign is supported by statewide partners including: California State Parks, Keep California Beautiful and Caltrans. Local partners include Adopt-A-Beach, LA's BEST, the Boys and Girls Club of Conejo and Las Virgenes, AEG/LA Galaxy, the Aquarium of the Pacific, the Effie Yeaw Nature Center and the Sacramento and San Gabriel Valley Conservation Corps. The partners and the programs work in concert to promote recycling efforts in various communities throughout California.

"This is proof that our collective efforts can result in meaningful change. This is a diverse roster of partners and programs that continues to show results in our state," said Christine Flowers, executive director of Keep California Beautiful. "As one of the original partners, Keep California Beautiful looks forward to the continued success of this campaign."

To learn more about the *Plastics. Too Valuable to Waste. Recycle.*™ campaign please visit www.2valuable2waste.com.

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The American Chemistry Council's Plastics Division represents leading companies dedicated to providing innovative solutions to the challenges of today and tomorrow through plastics. Ongoing innovations from America's plastics makers have led to medical advances and safety equipment that make our lives better, healthier and safer every day. And, advances in plastics are helping Americans save energy, reduce greenhouse gas emissions and decrease waste. Because plastics are such a valuable resource, the Plastics Division is leading efforts to "reduce, reuse, recycle and recover," including through outreach, education and access to advances in recycling technology. www.americanchemistry.com/plastics

Keep California Beautiful, Inc., is an environmental education non-profit 501c (3), whose mission is to work together to ignite individuals, state and local governments, communities, and corporate responsibility through strategic initiatives and volunteer action to preserve and protect California's beautiful natural resources for generations to come. As the State Affiliate of Keep America Beautiful (KAB), KCB coordinates with the KAB Local Affiliate programs throughout the state and leverages regional community based programs. KCB forms public/private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit www.keepcabeautiful.org