



News Release

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Recycling on the Road: New Recycling Bins at More Rest Stops in California

California Department of Transportation, American Chemistry Council and Keep California Beautiful Expand Recycling Partnership to Central CA

(San Luis Obispo, Calif. – June 9, 2010) - Citing the need for all Californians to work together to increase recycling and reduce litter, the California Department of Transportation (Caltrans), the plastics industries of the American Chemistry Council and Keep California Beautiful (KCB) announced today that they are expanding their partnership to place new recycling bins and educational signage at the Gaviota, Camp Roberts and Shandon rest areas.

Until now, there has not been a widespread campaign that makes it easy for travelers to recycle and, at the same time, discourages them from littering. More than 100 million motorists visit California's 87 roadside rest areas every year. With this expanded program, travelers have more opportunities to recycle while they are on the road.

"One of our main goals at Caltrans is to preserve and enhance California's resources. This campaign continues to call attention to recycling bins at the rest stops, helping to increase recycling and encourage proper waste disposal," said Rich Krumholz, Director, Caltrans District 5. "Caltrans is committed to keeping California's environment clean and pursuing every opportunity to recycle, which is why we are thrilled to see this program grow."

In 2009, the public-private partnership between Caltrans, ACC and KCB led to the placement of nine new recycling bins and educational signage at the H. Dana Bowers Rest Area and Vista Point, north of the Golden Gate Bridge. This year educational signage will be placed on 18 new bins at the Camp Roberts rest area and the partners will place recycling bins at the Shandon rest area when it opens in the fall.

"Litter turns communities and natural landscapes into eyesores. For much of the debris left behind – such as plastic bottles and containers – there is no reason why it has to be trash at all. If we all work together, we can help protect California's roadsides by recycling not only at home, but also while on the road," said Keep California Beautiful executive director Christine Flowers.

"Plastics do not belong in the environment. America's plastics makers are committed to increasing recycling opportunities so more plastics can go on to live second lives as useful products," said Keith Christman, managing director of plastics markets for the American Chemistry Council. "By placing recycling bins where more people can find and use them, our partners are helping us to preserve California's natural beauty for future generations."

The "Plastics. Too Valuable to Waste. Recycle.SM" campaign is a successful public-private partnership involving ACC, the California Department of Parks and Recreation, the nonprofit Keep California Beautiful and Caltrans. Through their efforts, these organizations have placed nearly 700 seasonal and permanent recycling bins at more than 30 locations in the San Diego, Los Angeles, San Luis Obispo, Monterey, San Francisco, and Santa Cruz areas. For more information, visit the Web site at www.2valuable2waste.com

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