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South Shore Recycling Cooperative Joins Mass Recycles Paper! Campaign Nine member towns sign resolution too

Statewide Effort to Recycle More Paper Offers Economic & Environmental Benefits

Chairman Merle Brown of Cohasset is pleased to announce that the South Shore Recycling Cooperative, as well as the Selectboards and Mayor David Madden from member towns Duxbury, Hanson, Hingham, Marshfield, Norwell, Plymouth, Scituate, Weymouth and Whitman, has signed the Resolution to join the Mass Recycles Paper! campaign. The effort is a public/private partnership to reduce the 1.5 million tons of paper that is being thrown away annually in the Commonwealth at a cost of more than \$100 million.

“Recycling paper saves money and reduces global warming. That’s why the SSRC has officially joined the **Mass Recycles Paper!** campaign,” said Brown. “The Cooperative actually piloted the Campaign with a grant from MassDEP in 2006.” Over 140 municipalities from across the state have also pledged to do their part to recycle more paper.

The **Mass Recycles Paper!** campaign is a partnership of MassRecycle, MassDEP, the US Environmental Protection Agency – New England, state and local officials, business leaders and concerned citizens. MassRecycle is a broad-based coalition with a 20-year history of advocating for and educating the public and policy makers about recycling.

“The SSRC has supported the **Mass Recycles Paper!** campaign from the start,” said Campaign Chairman Claire Sullivan, who is also the Executive Director of the SSRC. “By resolving to do all that we can to get a million tons of good paper out of the trash in the Commonwealth each year, all fifteen of our member towns will be saving money as well as the planet.” Sullivan estimates that SSRC towns spent over \$2 million to dispose of nearly 30,000 tons of recyclable paper in 2006, which was an improvement over 2005. Revenue that could have been earned from the sale of the wasted commodity add another \$300-400K to the red ink.

"Encouraging people to recycle paper and other materials is a smart way to save money for our communities, while doing the right thing for a cleaner environment," said Robert Varney, regional administrator of EPA's New England office. "Everybody plays a part in protecting our environment, and the Mass Recycles Paper campaign is helping to provide recycling options to more Massachusetts citizens."

SSRC Executive Director Sullivan estimates that, at an average of \$74/ton disposal fee, the fifteen SSRC towns spent \$2.03M in 2006 to dispose of 29,000 tons of good paper. Municipalities can also earn up to \$20/ton for paper they recycle, which comprises at least 20 percent of all residential waste.

Almost any paper product, except for tissue paper, paper plates, towels and cups, and food-soiled paper can be recycled. Residents can recycle magazines, catalogs, mail (even with window envelopes), shredded paper, phone books, flat and corrugated cardboard, even spiral-bound, paper clipped or stapled reports. “Material recycling facilities have the technology to sort and remove the windows, staples and paper clips, making it easy and convenient for us to recycle,” said Sullivan.

In addition to saving money, recycling can generate much-needed income for towns. Recycled paper is a valuable commodity, in demand by paper mills around the world. Much of the mixed paper that is recovered from South Shore municipalities goes to mills owned and operated by The Newark Group in Fitchburg and Haverhill. These mills convert the paper into paperboard, used for products such as book covers – including the new Harry Potter book, cereal boxes and game boards.

Weighing in at 1.5 million tons, the amount of paper that is still thrown in the trash could fill all of Fenway Park and reach as high as the Prudential Center. The recycling industry bolsters the Massachusetts economy. Approximately 1,500 recycling businesses employ a total of 19,500 people, have a combined annual payroll of \$600 million and produce annual revenues of \$3.6 billion.

Recycling paper also has vast environmental benefits. Recycling reduces greenhouse gas emissions and saves energy. In addition to saving landfill space, waste reduction slows global warming by conserving natural resources, saving energy, and preventing pollution. According to MassDEP, in 2005, recycling, composting and waste reduction in Massachusetts is estimated to have:

- Reduced greenhouse gas emissions by more than 2.6 million tons of carbon equivalent per year.
- Saved nearly 102 trillion BTUs of energy, equivalent to the annual energy consumption of 18 million barrels of oil, or nearly 820 million gallons of gasoline.
- Saved nearly 1.8 tons of iron ore, coal, and limestone and nearly 19 million trees.

For more information, including links to your town's website, go to www.MassRecyclesPaper.org.