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Illinois Recycling Association Introduces Soda Bottle Recycling Program

In honor of America Recycles Day, the Illinois Recycling Association (IRA) is announcing a new statewide program for soda bottle collection. The recycling effort will involve bringing TerraCycle's Bottle Brigade fundraising program to schools, churches, and other non-profit organizations throughout the state.

TerraCycle's Bottle Brigade program pays non-profit organizations \$0.05 for each empty 20 ounce soda bottle collected, or \$0.06 each if the collector removes the label. In addition, TerraCycle offers a \$0.10 to \$0.15 "bounty" on the company's empty 20-ounce containers. Today, more than 1,200 organizations are registered for the Bottle Brigade.

IRA Executive Director Mike Mitchell said the association is reaching out to public and private schools, community organizations and other non-profits to promote participation in the program. The fundraising program will benefit both the local organization and IRA's statewide educational efforts. IRA will get \$0.025 per bottle and the schools or organizations, \$0.025 to \$0.035, depending on whether the bottles are de-labeled. Organizations can register for the program at www.illinoisrecycles.org by clicking on the TerraCycle link. After registering, TerraCycle will provide postage paid collection boxes to the local school or organization. When the boxes are full, they are sent back to TerraCycle and new boxes are sent out. (IRA's agreement is non-exclusive: schools and other non-profit organizations in Illinois that participated in the Bottle Brigade prior to the agreement between TerraCycle and the IRA will not be required to split proceeds with the association.)

TerraCycle Plant Food(TM) is the first consumer product made and packaged entirely from waste. The company takes premium organic waste that was destined for a landfill, feeds it to millions of worms, and liquefies their poop to make a powerful, all natural plant food. TerraCycle then packages the product in reused soda bottles. TerraCycle products are available nationally at leading retailers such as Home Depot, Wal-Mart and CVS; at specialty retailers such as Whole Foods and Wild Oats; and at hardware stores including Ace, Do it Best and True Value.

The Illinois Recycling Association is a statewide non-profit organization, founded in 1980. Its mission is to encourage the responsible use of resources by promoting waste reduction, reuse and recycling. For more information call 708-358-0050.

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