

**FOR IMMEDIATE RELEASE**

## **WEST LAFAYETTE ENCOURAGING INCREASED RECYCLING**

*48-gallon and 96-gallon Toter carts to enhance curbside efforts*

**West Lafayette, IN – November 21, 2012** – Beginning Wednesday, November 28, West Lafayette residents will receive a post-Thanksgiving, environmentally friendly delivery from the City: new 48-gallon Toter roll-out carts that can hold three to four times more recyclables than their small red recycling bins, according to Mayor John Dennis.

“West Lafayette residents have and continue to embrace recycling since the City started the first initiative in Indiana 30 years ago. We always are looking for opportunities to increase the level of our recycling efforts and, in turn, to decrease what ends up in our landfill. Money is saved. Our environment is cleaner and greener and our citizens play an important role in the entire process. It’s a win all the way around.

“We are encouraging residents to take advantage of these brand new, larger Toters that will hold many more recyclables, reduce litter from blowing throughout their neighborhoods and provide greater safety and efficiency for everyone,” Dennis said.

According to Street Commissioner David Downey, all residents living in houses or apartments of four units or less will receive a new Toter over the coming weeks, starting in Indian Trail (trash route C) and continuing with routes A, B, D, E and F in that order.

“The new Toters are compatible with our newer trash trucks which can be operated with one employee, thereby freeing up other Street Department crew members to handle other responsibilities. The majority of homes will receive a 48-gallon Toter, but if any of our enthusiastic recyclers use five or more of the red recycling bins, they should call us at 775-5242 and request a 96-gallon Toter be delivered,” Downey said.

The City spent approximately \$232,000 to purchase 5,000 Toters, resulting in each one costing around \$46.

Residents who want to keep their red recycling bins for other purposes are welcome to do so. For those who do not want the bins, City officials suggest donating them to Cumberland Elementary at 600 Cumberland Avenue or Happy Hollow Elementary at 1200 North Salisbury Street.

With curbside recycling collected on the same day as trash, residents also can place their red bins out on their trash collection day with a note for them to be picked up by the Street Department crew. Trash and recyclables should be at the curb by 7:00 a.m. on residents’ scheduled collection day.

Helpful information will be attached to each Toter, including how to safely use and care for it, a brochure from the City, *think recycle*, listing accepted recyclables and options available within the City for disposing of other non-recyclable materials and a flyer on the importance of recycling and how to donate the red bins.

With the City divided into six trash routes each containing 700-900 homes, Toters will be delivered one route at a time. Each Toter has a serial number so should it be lost, the City can track it.

Approximately 70% of West Lafayette residents recycle, with the City having started the first recycling program in Indiana in 1982. The City also operates a 24-hour recycling drop-off center at 705 South River Road that is open to everyone.

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For questions or interview requests, contact Mayor Dennis at 775-5100 or Street Commissioner Downey at 775-5242.