



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Mayor Mallory Announces Winners of the Mayor's Neighborhood Recycling Challenge Challenge adds 4,700 new curbside recyclers to the city

Cincinnati – Mayor Mark Mallory and Rumpke Recycling today awarded four Cincinnati neighborhood Community Councils \$1,000 for winning the Mayor's Neighborhood Recycling Challenge. The winning neighborhoods were East Price Hill, Northside, West Price Hill, and Westwood. In total, the participating neighborhoods added 4,780 new recyclers between May 15 and December 15.

The Mayor's challenge encouraged neighborhoods to recruit as many new recyclers as possible. The Mayor's Young Professionals Kitchen Cabinet worked with Community Councils to develop strategies to promote the challenge to residents. Two top prizes of \$1,250 were pledged to the community that added the most new recyclers and the community that added the highest percentage of new recyclers. However, the Mayor and Rumpke decided to award four top prizes since four communities clearly outpaced all others.

"I am proud of Cincinnati neighborhoods for their leadership in creating thousands of new recyclers. The results will pay benefits for years to come," Mayor Mallory said. "We are making Cincinnati a greener and healthier place to live house by house and neighborhood by neighborhood."

In addition, the recycling challenge awarded \$250 to each community that reached their pre-established goal for new recyclers, including, Corryville, Downtown, Mt. Lookout, Northside, Paddock Hills, and South Cumminsville. The Mayor also announced that a \$100 award would be given to the other participating communities for their efforts to increase recycling.

"Rumpke Recycling is proud to be a part of this exciting campaign," said Tom Turchiano, Municipal Public Sector Manager, Rumpke. "Because of the efforts of the community councils and the partner organizations, nearly 5,000 Cincinnati residents now have the tools and knowledge needed to make recycling a habit."

The Mayor's Neighborhood Recycling Challenge is part of the recycling efforts of the Mayor's **Green Cincinnati** initiative to protect the climate, increase energy efficiency, and improve the health and quality of life in the region. The initiative is producing results. Curbside recycling has collected 16% more recycling through October of 2008 than through the same period last year, representing an increase of 1.35 million pounds. Including the 4,700 from the Mayor's recycling Challenge, since the beginning of the year, 7500 new bins have been distributed, which is an increase of 188% over 2007.

Residents can sign up for a recycling bin online at www.mayormallory.com. They can also call the city at 591-6000 or Rumpke Recycling directly at 242-4401 ext. 7164.

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