

Come Party, Recycle and Win with Al the Can

From the Can Manufacturers Institute comes exciting news on ways to help your school earn extra cash.

Did you know that the beverage can is celebrating its 75th birthday? In honor of the recyclable aluminum beverage can, the Can Manufacturers Institute encourage you to challenge your schools to see how many beverage cans they can recycle per capita between America Recycles Day (November 15) and Earth Day (April 22), 2011. It's an extraordinary opportunity for schools to show their true green spirit and environmental leadership by stepping up to the Great American Can RoundUp School Recycling Challenge.

The Can Manufacturers Institute, the national trade association of can manufacturers and their suppliers, is giving away a total of \$56,000. Your school could win up to \$6,000, plus the value of the cans and the chance to win \$50 pizza cards. Have your area schools go to www.cancentral.com/RoundUp and register by November 15 to be eligible for the School Recycling Challenge. There you will find everything needed to build recycling enthusiasm and rally the community for the win.

At www.cancentral.com/RoundUp you will be able to compare your schools' recycling progress by state, region and nationally. Environmental educators will also appreciate grade appropriate, free interdisciplinary curricula and worksheets for the classroom to continue the discussion of the positive impact on the environment through aluminum can recycling.

They look forward to seeing your schools on the Great American Can RoundUp School Challenge leader board. Please contact Jenny Day at 202/232-4677, or by email jday@cancentral.com with any questions.

Aluminum Beverage Can Fun Facts

Forty years ago, a brand new industry was getting its start — the aluminum can recycling industry. Since then, the aluminum beverage can has come to be known as America's most recyclable and recycled beverage package. Consider the following:

- In 2008, Americans recycled 53.2 billion beverage cans, the most of any beverage container leaving 47% wasted that could be generating additional social, economic and environmental benefits if recycled.
- In 1972, 53 million pounds of aluminum cans were recycled. Today, we exceed that amount weekly.
- Some 101,218 cans are recycled every minute nationwide.
- According to the U.S. EPA, aluminum cans represent less than 1 percent (0.5 percent) of the nation's solid waste stream.
- Used aluminum cans are recycled and returned to store shelves as new cans in as few as 60 days.
- The aluminum industry operates a coast-to-coast network of 10,000 buy-back locations nationwide and cooperates with more than 7,945 cities and counties with municipal or curbside recycling programs. This infrastructure makes it easy for Americans to redeem their used aluminum beverage cans for cash. Go to www.earth911.org to find nearby buy-back centers willing to pay cash for your cans.
- Since 1972, Americans have earned over \$32 billion by recycling aluminum cans.
- Tossing away one aluminum can wastes as much energy as pouring out half that can's volume (6 ounces) in gasoline.
- Each aluminum beverage can on average is made from 68% recycled aluminum – the highest of any beverage package in the world.
- Enough aluminum cans are recycled each year to fill a hollow Empire State Building 21 times.

Of course the easiest way to recycle cans is curbside or at the Stella Roberts Recycle Center. Neither one of these options provides for a buyback, but the City of Pearland does benefit from commodities that are collected in our city. The prices paid for cans, paper, and cardboard never offset the cost of running the recycling center. Please continue to make every day earth day by recycling all of your beverage containers.

Comments may be sent to cowles@mykpb.org or call the office at 281-652-1659.