



**FOR IMMEDIATE RELEASE**  
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## **Holiday Light Recycling Effort Returns to Minnesota Communities**

*RAM hosts Recycle Your Holidays collections beginning November 15 to celebrate America Recycles Day 2015*

**SAINT PAUL, MN NOVEMBER 15, 2015** - Beginning today, the Recycling Association of Minnesota (RAM) is holding a two and a half month collection event for recycling holiday lights statewide in Minnesota, joining thousands of local organizers holding recycling events across the country to celebrate America Recycles Day, the only nationally recognized day dedicated to promoting and celebrating recycling in the United States.

RAM and the Clean Energy Resource Teams (CERTs) are once again working together to provide the Recycle Your Holidays™ (RYH) program to Minnesotans. Hundreds of drop-off sites are available to Minnesotans across the state who want to recycle their old, tangled, and broken holiday lights. RYH is the only holiday lights recycling program of its kind in the country and has recycled over 840,000 pounds of holiday lights since its inception. RAM provides the collection bins and collection services for participating locations to recycle holiday lights during the holiday season.

# **RECYCLE YOUR HOLIDAYS**

Vocational centers that employ individuals with disabilities are contracted by RAM to provide the pick-up service and sort the thousands of pounds of holiday lights for the program each winter. RYH provides meaningful green jobs for nearly 400 individuals with disabilities each year.

Minnesotans can bring in their old or non-working holiday lights to be properly recycled at any participating location listed on RAM's online interactive map through the end of January, 2016. The map can be found at <http://RecycleMinnesota.org>. The goal this year is to recycle 100,000 pounds of holiday lights.

"This program is a win-win-win. Minnesotans have a free recycling option, valuable recyclables are kept out of the landfill and the program provides meaningful employment opportunities for individuals with disabilities at local vocational centers throughout the state of Minnesota," commented Maggie Mattacola, Executive Director of Operations for the Recycling Association of Minnesota. "This is the sixth year of this program and we are excited to be able to partner once again with CERTs and many other businesses and organizations."

Around the holidays, many homes, porches, shrubs and trees are donned with holiday lights. Depending on one's holiday lighting enthusiasm, a home can save between \$10 to \$250 each holiday season by switching to LED holiday lighting. This is because, according to the Department of Energy, LED holiday lights save up to 90% of the energy used by traditional incandescent holiday lights. LEDs are also safer, sturdier, longer lasting, and easier to install.

Alexis Troschinetz with the Clean Energy Resource Teams weighed in on the impact of recycling old lights and upgrading to LEDs: “For every old holiday lighting string recycled and replaced with more efficient LED holiday lighting, 19 kilowatt-hours of electricity are saved over the course of the holiday season,” said Troschinetz. “This is the same amount of energy as a common CFL household light bulb would use if left on for 24 hours a day for 2 months straight!”

RAM has recycled nearly 840,000 pounds of holiday lighting since the inception of this program. “If even half of these light strands were upgraded to more efficient LED holiday lighting,” Troschinetz explained, “Minnesotans are saving over 7.7 million kilowatt-hours and \$648,000 year after year. That’s enough energy to power the electricity of 686 homes for an entire year!”

"Keep America Beautiful proudly supports RAM's America Recycles Day event and commends their efforts to promote recycling in Minnesota," shared Keep America Beautiful President and CEO Jennifer Jehn. "Recyclable items we use every day, like that cereal box and milk jug in the morning, are recoverable resources that can be manufactured into new and valuable products. Together, we can reduce the billions of dollars' worth of material thrown away each year and work to give that "garbage" another life through recycling."

For more information about recycling in Minnesota visit <http://RecycleMinnesota.org>.

#### About The Recycling Association of Minnesota

The Recycling Association of Minnesota (RAM) is committed to promoting resource conservation through waste prevention, reuse, recycling, composting and purchasing practices using the most cost effective and environmentally sound methods available in Minnesota. We do this by holding conferences, convening educational forums, creating networking opportunities, disseminating timely information, providing public education, creating unique recycling programs and initiating cooperative dialogue among our diverse membership. RAM provides outreach activities to the public through the America Recycles Day campaign, our unique recycling programs, our website, recycled product educational kits, educational events and other means. RAM is the state affiliate of the National Recycling Coalition, Keep America Beautiful, and is the state organizer for America Recycles Day.

#### About the Clean Energy Resource Teams (CERTs)

The Clean Energy Resource Teams—or CERTs—are a statewide partnership with a shared mission to connect individuals and their communities to the resources they need to identify and implement community-based clean energy projects. CERTs empowers communities and their members to adopt energy conservation, energy efficiency, and renewable energy technologies and practices for their homes, businesses, and local institutions.

#### About America Recycles Day

America Recycles Day is a national program of Keep America Beautiful, and is the only nationally recognized day and community-driven awareness event dedicated to promoting and celebrating recycling in the U.S. Since its inception in 1997, communities across the country have participated in America Recycles Day on November 15 to educate, promote environmental citizenship, and encourage action. Learn more at [AmericaRecyclesDay.org](http://AmericaRecyclesDay.org).

#### About Keep America Beautiful

Keep America Beautiful is the nation's leading nonprofit that brings people together to build and sustain vibrant communities. With a national network of community-based affiliates, we work with millions of volunteers who take action in their communities to transform public spaces into beautiful places. Through our programs and public-private partnerships, we engage individuals to take greater responsibility for improving their community's environment. For more information, visit [kab.org](http://kab.org), follow @kabtweet on Twitter and like us on [facebook.com/keepamericabeautiful](https://www.facebook.com/keepamericabeautiful).

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