



NEW MEXICO RECYCLING COALITION
PO Box 24364, Santa Fe, NM 87502
505-983-4470

For Immediate Release

August 15, 2012

Contact: English Bird, NMRC, 505-660-9934

**Lowe's Charitable and Educational Foundation Awards \$5,000 to NMRC
*Supports Recycle New Mexico Business Recycling Trainings Around State with Starter Recycling Bins***

The New Mexico Recycling Coalition and the Lowe's Charitable and Educational Foundation (LCEF) have announced a major gift aimed at engaging individuals in local community improvement and environmental projects.

The Lowe's/Keep America Beautiful Community Improvement Grant of \$5,000 is one of 120 merit-based grants awarded nationally to support grassroots community improvement projects ranging from community gardens and tree plantings to litter and debris cleanups, recycling programs, park and playground restorations and beautification efforts.

The New Mexico grant program will provide funding for the "Recycle New Mexico" Business Recycling Training program to purchase recycling bins for use in business environments. Fourteen communities around the state are targeted to receive business recycling trainings and outreach that will highlight recycling businesses around America Recycles Day on November 15th. Another aspect under development with Recycle NM partners is a business recycling recognition program.

The NM Recycling Coalition, the NM Green Chamber of Commerce, the NMSU Institute for Energy and the Environment and the NM Environment Department Green Zia Environmental Leadership Program have joined forces to launch an outreach campaign to assist businesses to start or expand their recycling programs.

"With the support from Lowe's and Keep America Beautiful, we can incentivize businesses to start recycling by providing start-up recycling collection containers," said English Bird, NMRC Executive Director.

The grant program is being supported by Lowe's company-wide volunteerism effort, Lowe's Heroes. This initiative offers Lowe's employees the opportunity to work on a project in their own neighborhood, helping to make their communities better places to live, work and play.

"Keep America Beautiful is proud of the positive impact that NMRC's project will have in the communities around New Mexico," said Keep America Beautiful President and CEO Matt McKenna. "We are truly grateful to Lowe's Charitable and Educational Foundation for its support and leadership that is being demonstrated in community sustainability."

About Lowe's

Lowe's Toolbox for Education®, has donated nearly \$5 million in grants to K-12 public schools every year since its inception in 2006. Lowe's Heroes employee volunteers support local community projects and our national nonprofit partners such as Habitat for Humanity and the American Red Cross. In 2011, Lowe's and the Lowe's Charitable and Educational Foundation together contributed more than \$32 million to support communities in the United States, Canada and Mexico. To learn more, visit Loves.com/SocialResponsibility.

For more information on the Recycle New Mexico Business Recycling campaign go to http://www.recyclenewmexico.com/RNM_2012.htm#Trainings

###