



NEW MEXICO RECYCLING COALITION
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FOR IMMEDIATE RELEASE

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Photo Opportunity & Media Advisory City of Deming Breaks Ground on Recycling Center

Construction Begins at City's New American Recovery & Reinvestment Act Funded Recycling Center

When: Tuesday, August 9, 2011 at 2:00 PM

Where: Deming Transfer Station, 5470 Highway 549 about one mile east of the Sisbarro automotive dealership

Why: Join U.S. Congressman Steve Pearce, Deming Mayor Andres Silva, Public Works Director Lawrence Brookey, the Deming Chamber of Commerce, Keep Luna County Beautiful, the New Mexico Environment Department: Solid Waste Bureau and the New Mexico Recycling Coalition to mark construction of the \$309,820 recycling processing facility scheduled to open in September or October of 2011. Additionally, the project will fund collection containers at several convenient locations to include the parking lot areas of Peppers, WalMart and at the transfer station.

What Else: The recycling center is funded from a \$309,820 grant the City of Deming received in late 2010 from the New Mexico Recycling Coalition as part of the American Recovery and Reinvestment Act Energy Efficiency and Conservation Block Grant Program ("stimulus funds"). The funding will support recycling through the **hub and spoke model** – a solid waste management system with a centralized processing facility (hub) providing services to smaller surrounding communities (spokes).

NMRC Technical Projects Director Justin Stockdale explains, "These recycling hubs will capitalize on economies of scales and create an efficient method to collect and process recyclables in rural regions of the state. Recycling benefits communities in the long-run with increased diversion and revenue generating opportunities."

A local outreach and education campaign in partnership with a citizens group is underway to encourage strong community participation in the program once it is formally launched. A grand opening of the facility will be scheduled when the infrastructure is completed and a county-wide Yard Sale and Recycling Drive will be hosted by Keep Luna County Beautiful on November 19th. This event coincides with the national America Recycles Day events hosted around the date of November 15th.

The New Mexico Recycling Coalition is a member-supported, nonprofit organization with the mission of leading New Mexico to **value waste as a resource**.

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