



NEW MEXICO RECYCLING COALITION

PO Box 24364, Santa Fe, NM 87502
505-983-4470



April 4, 2011

FOR IMMEDIATE RELEASE

Contact: Sarah Pierpont (505) 603-0558 cell

New Mexico Recycling Coalition (NMRC) Awards Almost Half a Million Dollars to Fund Rural Recycling Collection Points

2011 Recipients include Cibola County, Village of Cimarron, City of Deming, Village of Maxwell, Otero County, San Miguel County & Town of Springer

Santa Fe – Recycling is spreading across the State of New Mexico, thanks to \$461,905 in grant funds from the New Mexico Recycling Coalition geared to create 25 rural recycling collection points across the Land of Enchantment. Funding is from a Department of Energy grant received by NMRC as part of the American Recovery and Reinvestment Act Energy Efficiency and Conservation Block Grant Program (“stimulus funds”) being spent to 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).

The seven awardees will receive funding for recycling spoke collection trailers or roll-off containers, and technical assistance provided by NMRC. Grantees have agreed to provide long-term operational and financial commitment to ensure project sustainability.

NMRC Executive Director English Bird emphasizes, “Recycling is a critical environmental quality of life issue that should be available to all New Mexico residents, whether they live in urban or rural areas. Recycling in a low population area is a whole different ball game, and we want to do everything we can to support all New Mexico residents who are passionate about conserving resources and recycling.”

NMRC’s overall project will 1) launch a statewide recycled materials marketing cooperative, 2) strategically place recycling equipment infrastructure using the “hub and spoke” model, and 3) educate and assist targeted communities regarding the use of solid waste rates (known as Pay-As-You-Throw) to help incentivize source reduction and waste diversion activities.

Recycling is a proven method of saving energy requiring up to 90% less energy to create materials from a recycled source than from virgin materials. Recycling is also an economic development tool as well as an environmental tool; on a per-ton basis, sorting and processing recyclables alone sustains 5-10 times more jobs than landfilling (Institute for Local Self Reliance).

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

###

Attached photos: An example of a recycling collection container already in place at the El Prado Convenience Station in Rio Arriba County & example of a Pro-Bin Recycling Collection Container that will be used to collect recyclables.