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For Immediate Release

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New Mexico Recycling Coalition Launches ZOMBIE Advertising Campaign to Get New Mexicans to Recycle!

Santa Fe – A new statewide media campaign that includes television, radio and social media advertisements encourages New Mexicans to “Recycle to Restore” by capitalizing on everyone’s favorite ghoul.....zombies! It’s a clear choice: You can be a mind-less zombie that doesn’t recycle or you can do your part by recycling.

This is New Mexico’s first recycling-outreach campaign of its kind. The advertisements, developed with the help of the Journalism and Marketing club at NMSU, target young adults that currently do not recycle and include a link (www.dontbeazombie.org) to an online, searchable directory noting what, when and where residents can recycle.

NMRC is partnering with the New Mexico Broadcasters Association to distribute the campaign throughout the New Mexico media markets. The developed television and radio advertisements, as well as related print advertisements will be available beginning in September to local community recycling programs to further utilize the material in their own communities. Additionally, NMRC will be working with its members and recycling stakeholders to help promote the social media aspects of the project and spread the message.

“The campaign was designed to engage young adults and the theme of zombies is a great attention-grabber and link to being more aware,” noted NMRC’s Deputy Director, Sarah Pierpont. “Zombies don’t care about the community or the environment or creating jobs, but recyclers do. It’s an easy choice, be a mindless zombie or choose to ‘restore the scene’ and recycle.”

The three month campaign will run through the month of August and is possible thanks to NMRC’s generous sponsors: Waste Management, Friedman Recycling Company, Biopappel International, New Mexico Environment Department: Solid Waste Bureau, Northwest New Mexico Regional Solid Waste Authority, Public Service Company of New Mexico and South Central Solid Waste Authority.

New Mexico Recycling Coalition is a non-profit member-supported organization with the mission of leading New Mexico to value waste as a resource. The organization serves as a recycling advocate working with a diverse group of stakeholders, communities, businesses, schools and grassroots activists to help build sustainable and efficient recycling programs. To learn more, visit www.recyclenewmexico.com.

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