



City of Hollywood, Florida

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Recycling Has Its Perks!
Hollywood Residents Rewarded For Recycling Efforts
New Rewards-for-Recycling Partnership Announced

Hollywood, FL – In 2009, single stream recycling was introduced in the City of Hollywood allowing all recyclable materials to be collected in one cart. Additionally, the City launched a rewards program to encourage residential recycling. The City's recycling program was expanded in 2015 to include mandatory recycling for all new and existing multi-family units and businesses. With the popularity of the rewards program and the additional recycling, over 9,000 tons of materials were recycled in Hollywood last year alone which otherwise would have gone into a landfill.

Recycling has its perks! To provide an enhanced recycling incentive program to include multi-family and commercial property owners, the City has now partnered with *Recycling Perks*. Beginning in mid-September, all single family, multi-family, and commercial participants will be rewarded "Perk Points" for placing their recycling cart out for weekly collection. *Recycling Perks* offers reward points to registered users that are redeemable for coupons, discounts and special deals with local vendors, national retailers, restaurants, grocers and more. In addition, the City's new recycling rewards partner will assign a local *Recycling Perks* representative to assist with Hollywood residents' needs. Throughout the year the local representative will be available to promote the program by participating in neighborhood meetings, environmental awareness campaigns and attending City-sponsored lectures and events.

Residents who are currently earning points with *Recyclebank* will have until June 30, 2016 to redeem any unused points. Reward points will not carry over to the City's new

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recycling incentive partner. During the transition to the new recycling partner, residents are encouraged to continue to recycle. An outreach program will kick-off over the summer to inform residents of the new program details and how to register with Recycling Perks.

Recycling takes garbage out of the waste stream which is not only good for the environment, but helps the City reduce its costs and continue to provide cost effective residential garbage and recycling collections.

For additional information or media inquiries on the City's new partnership with *Recycling Perks*, please contact Joann Hussey, City of Hollywood Public Information Manager, 954.921.3328 or jhussey@hollywoodfl.org.

About:

Recycling Perks serves ten cities and regions throughout Georgia, Florida and Virginia and successfully provides a comprehensive incentive program to nearly 400,000 homes in communities ranging from 1,400 - 96,000 households while assisting cities in achieving their goals to increase recycling.

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