



*City of Hollywood, Florida*

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## **NEWS RELEASE**

## **FOR IMMEDIATE RELEASE**

September 13, 2016

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### ***New Rewards for Recycling Program set to Begin in Hollywood***

**HOLLYWOOD, FL** – On September 19, 2016 the City of Hollywood will launch a new recycling rewards program to encourage City of Hollywood sanitation customers to recycle. Customers are encouraged to register for a rewards account with Recycling Perks by visiting [www.recyclingperks.com](http://www.recyclingperks.com). For customers who do not have access to a computer, they are encouraged to call the Recycling Perks Customer Service number at 1.855.813.2154.

#### **Earn up to \$25 in Rewards Each Month**

Once a customer is registered, on a normal recycling collection day when a customer's cart is picked up at the curb or in the alley, their account will automatically receive 25 points for their recycling efforts. Simply by rolling their recycling cart out for collection each week, registered Recycling Perks participants will earn 25 points a week and up to 100 points each month. Those points equal up to \$25 in discounts a month and \$300 in discounts each year. Customers can call Recycling Perks or log onto [www.recyclingperks.com](http://www.recyclingperks.com) to redeem points for coupons, discounts and special deals with local vendors, retailers, restaurants, grocers and more. Customers who encourage their neighbors to sign up will earn additional reward points for each referral.

#### **Win an iPad mini 4!**

Hollywood residents who register an account with Recycling Perks by December 31, 2016 will automatically be entered for a chance to win an iPad mini 4 from Recycling Perks.

In 2010 Hollywood became the first city in Broward County to offer a rewards-for-recycling program. In 2015, recycling became mandatory for all sanitation customers in

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the City of Hollywood. The goal of the Recycling Perks rewards program partnership is to continue to increase recycling throughout the City. “We are excited to reward residents for their recycling efforts, and to support the local businesses in Hollywood,” says Bill Dempsey, President of Recycling Perks.

### **Make a Difference in the Community**

In addition, Recycling Perks will be extending an invitation to local schools, neighborhood and civic associations and local non-profit organizations to build community partnerships. A local Hollywood based, Recycling Perks representative will be available to make presentations and to encourage participation in their “Give Back Campaigns.”

For media inquiries, please call City of Hollywood Public Information Manager, Joann Hussey at 954.921.3328.

### **About Recycling Perks**

Recycling Perks is a rewards for recycling incentive program that promotes participation in curbside recycling. The Recycling Perks rewards for recycling program is currently available in several cities across the United States. Recycling Perks strives to improve household recycling efforts, reduce waste, and promote local businesses by offering great savings and exclusive deals that reward recyclers. Simply put. You recycle, they reward. In Hollywood, Recycling Perks will offer local programs to residents, civil leagues, schools and non-profit organizations interested in encouraging others to recycle. Recycling Perks welcomes local businesses to participate in the Give Back Campaign. Participation in the program is free. Please call Recycling Perks at 1.855.813.2154 more information.

**Recycling Perks**  
You Recycle We Reward

**SIGN UP**  
Register for your FREE Perks account at [RecyclingPerks.com](http://RecyclingPerks.com). It takes less than 2 minutes.

**FILL IT UP**  
Recycle on your collection day and earn points in your Recycling Perks account.

**LIVE IT UP**  
Redeem your points for amazing discounts from local businesses.

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