

**PRESS RELEASE ANNOUNCING CAMPAIGN
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Missouri To Participate In 11th Annual National Recycling Campaign

— *Millions Expected To Celebrate America Recycles Day On November 15* —

Jefferson City, MO — (10/14/08)— The Missouri Recycling Association has partnered with the National Recycling Coalition to celebrate America Recycles Day 2008 on November 15.

America Recycles Day 2008 is one of the most comprehensive recycling awareness campaigns in the nation. Each year millions of people become better informed about the advantages of recycling and buying recycled products as a result of the group's efforts. Last year, thousands signed or e-mailed pledges to recycle and buy recycled. Local and state governments issued proclamations and resolutions in support of the program. Nearly a thousand events were staged to support the campaign in almost every state.

“Recycling is a simple way in which all the people of Missouri can protect the environment, preserve our resources and contribute to the economic well-being of the country,” said Angela Gehlert of the Missouri Recycling Association. “We know that people throughout the state want to do something and just need to be reminded and shown how easy it is to get involved and do their part. It is always exciting to see how people in cities and small towns across the state rally around this important cause.”

“The recycling infrastructure has grown throughout the state of Missouri for many years, and we have met many of our solid waste goals,” Ms. Gehlert added. “But we still have a long way to go to fully realize the benefits of recycling. America Recycles Day gives us an opportunity to re-emphasize recycling and buying recycled products. Hopefully those who commit to the program will carry it forward throughout the entire year as a result of our focus on November 15.”

The campaign features the theme, *It All Comes Back To You*. The slogan presents multiple messages: a recycled product or material can return to consumers as another new product; recycling comes back to consumers as an improved environment, preservation of resources and economic well-being of the country; and it is everyone's responsibility to recycle.

America Recycles Day 2008 maintains a website at www.americarecyclesday.org where you can go for information about events in your community, to sign an online pledge to recycle and to learn more about this year's campaign and statewide activities.

ABOUT AMERICA RECYCLES DAY 2008

America Recycles Day 2008 is sponsored by The Coca-Cola Company, Dell, Staples, Waste Management Recycle America, and the United States Environmental Protection Agency.

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