

## *News Release*

**FOR IMMEDIATE RELEASE**  
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### **Mark your Calendar for Recycle Glass Week, Kicks Off September 21<sup>st</sup>** *Activities throughout the week to include Nationwide Glass Container Recycling Events, Friends of Glass Recognition, Student YouTube Competition, and More*

Alexandria, Virginia, August 20, 2009 – The Glass Packaging Institute kicks off Recycle Glass Week, September 21 – 27, 2009, and we're gearing up for great nationwide events to celebrate and encourage glass container recycling. Throughout the week, GPI and its member companies will be holding events across the nation. You can start celebrating now with our "top 10" ways to make your mark during Recycle Glass Week.

"We are asking consumers to recycle their glass bottles and jars to help reduce the amount of recyclable materials entering landfills and help create a 'greener' future," says GPI president, Joseph Cattaneo. "Every bottle counts."

Recycle Glass Week 2009 starts with four chances to meet "Little Bottle" in New York City. People can recycle with Little Bottle at the Madison Square Park Concert Series on two weekends, Saturday, September 19<sup>th</sup> and 26<sup>th</sup>, meet up with him at the Today Show on Monday, September 21<sup>st</sup>, or spot him on the streets of NYC on Sunday, September 20<sup>th</sup> for a photo op.

Later in the week, on Wednesday, September 23<sup>rd</sup>, GPI recognizes its "Friends of Glass," those companies, organizations and people making significant and innovative efforts to recycle glass containers and create glass recycling awareness. Get ready for the Clear Choice Awards announcement on Tuesday, September 22<sup>nd</sup>, and see which glass package designs reign supreme in 2009. On Thursday, September 24<sup>th</sup>, GPI will announce the winners of its 2009 Recycle Glass University Student YouTube Competition.

Throughout the week, approximately 30 GPI member glass container manufacturing companies and plants will also be holding events across the country! Check back at [www.gpi.org](http://www.gpi.org) for updates and events in your area.

"Consumers continue to ask for ways they can reduce their impact on the environment, and through Recycle Glass Week, we are pleased to offer people many opportunities to participate in glass recycling activities as one way they can save energy," says Cattaneo.

Creating more awareness about the environmental benefits of glass container recycling, GPI members hope to help the glass container industry reach a nationwide goal of 50 percent recycled content in the manufacture of new glass bottles and jars by 2013. Using the EPA's benefits calculator, GPI estimates energy savings from using 50 percent recycled content in all glass packages manufactured in the U.S. could save enough energy to power over 45,000 households for a year.

Today, glass is the proven form of packaging for those who are looking for sustainability, purity, and recyclability. Glass is made from all-natural, sustainable raw materials and it can be recycled again and again without loss of quality or purity. Reuse of post-consumer recycled glass containers minimizes consumption of raw materials and lessens the industry's demand for energy.

For more information on upcoming Recycle Glass Week activities and events, please go to [www.gpi.org](http://www.gpi.org).

The Glass Packaging Institute (GPI) is the trade association representing the North American glass container industry. Through GPI, glass container manufacturers speak with one voice to advocate industry standards, promote sound environmental policies and educate packaging professionals. [www.gpi.org](http://www.gpi.org)

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