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FOR IMMEDIATE RELEASE

Earth Day 2012
Eco-Cycle Launches New Campaigns and New Tools
to Help Create a Sustainable Community

Campaign Launch Events:

“We Caught You Reusing”

Saturday, April 21st 9-12p, Boulder Farmers’ Market

This Saturday when you come to the Boulder County Farmers’ Market in Boulder and use a reusable bag or a coffee mug instead of a disposable one, don’t be surprised if a fellow shopper suddenly hands you a gift of a cookie or starter plant with a grateful greeting of, “We caught you reusing! Thank you!”

Secret shoppers on the lookout to reward those who are reusing are part of a series of new “I Choose to Reuse” campaigns Eco-Cycle is doing to help promote the concept of reuse and prevent the unnecessary waste and pollution created in the production of single-use items such as single-use bags, water bottles, coffee cups and to-go containers.

Working in partnership with the Boulder County’s Farmers’ Market in Boulder, Eco-Cycle secret shoppers will be rewarding re-users every fourth Saturday of the month throughout the market season.

Free Screening of *Tapped*

Sunday, April 22nd 6-8pm St. Julien Hotel

“*Tapped* is one of the most pivotal movies made to save our lives.” – Jon Peters. Killerfilm.com

Eco-Cycle will be partnering with the St. Julien Hotel & Spa to host an Earth Day movie and campaign event. *Tapped*, a film that demonstrates the unnecessary detrimental effect single-use products like bottled water have on our environment and local communities, will be screened at the St. Julien at 6pm. Afterwards, Eco-Cycle Executive Director Eric Lombardi will lead a discussion and launch of Eco-Cycle’s

newest Zero Waste campaign to stop this kind of unnecessary environmental destruction before it starts: “I choose to REUSE.”

The event will kick off with a cruiser bike ride leaving from Green Guru at 5pm. Expanded bicycle parking will be provided at the hotel.

Event Details:

Date: Sunday, April 22nd from 5 pm – 8 pm

Cruiser Ride: Eco-Cycle and Green Guru are teaming up for a bike cruise from Green Guru (next door to 303 Vodka -2500 47th Street) to the St. Julien Hotel (Walnut and 9th Street). 5 – 6pm.

Happy Hour at the St. Julien Hotel. 5 pm – close

Screening of the film *Tapped* in the St. Julien lobby and a brief talk by Executive Director Eric Lombardi. 6:30 – 8 pm. (There is no fee for admission.)

New Tools and Resources Launch:

Just in time for Earth Day, Eco-Cycle is excited to launch two new tools to help our community reach its Zero Waste goals.

We have created our first ever ***Eco-Cycle Guide***, a 35-page guide created in two sections. The city of Boulder and Boulder County have achieved remarkable results by simply educating our communities about the importance of recycling, composting and Zero Waste, and yet we are still diverting only 50% of our waste from the landfill, compared to other communities that have reached diversion rates of 70% or more. Our citizens are among the most eco-educated in the world, now it’s time to change our community systems to achieve better results.

Part 1 of the *Eco-Cycle Guide* lays out the new actions we will need to take to create a sustainable, Zero Waste future for our community, including the new policies, new infrastructure and new programs needed.

Part 2 provides everything you need to know to live an eco-lifestyle, including tools to stop junk mail, reuse options in Boulder County, green cleaning, our good, bad and ugly top ten products list, guidelines for recycling and composting and much more.

Eco-Cycle is also proud to launch its newly upgraded website, **ecocycle.org**. The website, which gets more than 850,000 visitors each year, 15% of whom are international, has recently been upgraded to be the most comprehensive Zero Waste site available with new tools including:

- The Eco-Cycle Exchange, your one stop for all things re-use in Boulder County. Find and post used items being given away for free, view other online reuse exchanges, as well as maps to local thrift stores, garage sales and more!

- The Eco-Cycle Eco-Store: With all the greenwashing out there, it's hard to be sure your "eco-friendly" products are the real deal. The Eco-Cycle Eco-Store cuts through the false claims with more than 600 people- and planet-friendly products like non-toxic cleaners, Zero Waste Party Kits, compostable tableware, eco-friendly baby & kids products, and more. A portion of every sale goes back to Eco-Cycle's Zero Waste programs in our community.
- The Expanded A-Z Guide: From Appliances to Zippers, If it's recyclable in Boulder County, you'll find out where to take it from this drop-down menu on the homepage of more than 160 recyclable items. You'll also find recycling and composting guidelines, as well as maps to recycling centers and other recovery facilities.

Other Eco-Cycle Earth Day Events

Thursday, April 19th 6:30 pm

Rembrandt Yard

RSVP by Monday, April 16th to commonthreads@gmail.com

Eco-Cycle will be participating in Common Threads third annual "Recycled Runway," a fashion show and design competition featuring original garments created from found materials by young designers ages 11-14. Eco-cycle will be helping to judge the competition, as well as providing Zero Waste services for this event. There is a \$5 suggested contribution, which goes to supporting the Recycled Runway Program, Eco-Cycle and young artists.

Saturday, April 28th 9-1 pm Longmont Waste Diversion Center

Eco-Cycle's bi-annual Hard-to-Recycle Roundup will take place at Longmont's Waste Diversion Center at 140 Martin St. on Saturday, April 28th from 9-1pm. Eco-Cycle will be taking its Center for Hard-to-Recycle Materials (CHaRM) on the road to help Longmont residents conveniently and responsibly recycle items such as electronics, block Styrofoam, books and more. Fees apply for some items, for more information visit www.ecocycle.org.

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