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FOR IMMEDIATE RELEASE

Eco-Cycle Wins Two Awards for its Zero Waste Event Kit Program

BOULDER, CO (July 30)—This summer, both the Environmental Protection Agency (EPA) and the National Recycling Coalition (NRC) awarded Eco-Cycle for its Zero Waste Event Kit, a new tool that makes it easy for gatherings of up to 250 people to be waste-free.

The EPA's Environmental Achievement Award recognizes significant achievements in the protection of public health or the environment in the EPA's Region 8. Eco-Cycle received the Environmental Achievement Award in 2007 for its Green Star Schools program and in 2006 for its Zero Waste Farmers' Market in Boulder.

The NRC award for Outstanding Recycling Innovation is given to businesses or nonprofits that have developed an innovative product or process related to recycling, composting or waste reduction.

The Zero Waste Event Kit puts an end to the trash can that typically overflows with petroleum-based utensils, cups and other non-recyclable disposable products traditionally used at events and parties. The kit includes compostable tableware (cups, plates, utensils, etc.) made from plant starches, a compost collection bin, tips for Zero Waste entertaining and educational signage and guidelines. It's everything you need to make a gathering eco-friendly and waste-free. This easy-to-use kit is ideal for events such as business meetings, birthday parties, weddings, school events and backyard barbeques. After the event, users return their food scraps and kit materials to Eco-Cycle to be composted at an industrial facility.

Perhaps more important than the specific items in the kit is the empowerment it offers everyday citizens to participate in a Zero Waste future. By using a Zero Waste Event Kit, individuals have all the tools they need to easily plan and execute a Zero Waste event.

Since its launch on Earth Day, 2007, Eco-Cycle has distributed more than 530 kits and diverted an estimated 21,492 pounds of compostable and recyclable materials from the landfill. The kit also acts as an effective outreach tool to help party-goers learn more about Zero Waste and the practices of recycling, reusing, composting and buying environmentally-friendly products.

Zero Waste Event Kits can be ordered online at www.ecocycle.org and picked up at Eco-Cycle's Center for Hard-to-Recycle Materials (CHaRM) in Boulder.

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