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Eight Boulder City Council Candidates Commit to Requiring Businesses to Recycle, sign Eco-Cycle's *Cooling the Climate* Pledge

Boulder, CO (October 18, 2013) – Eco-Cycle announces the names of eight City Council candidates who have signed a pledge in support of requiring businesses in Boulder to recycle. The candidates are: Ed Byrne, Jonathan Dings, John Gerstle, Micah Parkin, Andrew Shoemaker, Grateful Fred Smith, Sam Weaver and Mary Young.

Boulder is an environmental leader, yet businesses recycle only 17% of their waste. For every one bag of trash a single family home sends to the landfill, businesses send three. Boulder homes recycle, schools recycle and local governments recycle. It's time businesses catch up with the rest of us. Eco-Cycle is asking the new city council to adopt an ordinance that will require all businesses to recycle.

"The time is now for us to take action to address climate change, starting with our waste," said Eric Lombardi, Executive Director of Eco-Cycle. "We applaud these eight candidates who have taken the first step and committed to taking action. Our newly-elected City Council can make an immediate, positive impact on our climate this year by requiring businesses to recycle."

For more than 25 years, the City of Boulder and Eco-Cycle have promoted voluntary recycling at businesses and offered economic incentives. Yet, businesses overall are lagging behind the rest of us. Many businesses, such as GoLite and Alfalfa's, to name just a couple, *are* doing the right thing by recycling and composting as much as they can, but most are not.

"We at GoLite have been recycling for many years and support requiring businesses to recycle," said Kim Riether Coupounas, Co-Founder and Chief Sustainability Officer at GoLite. "It's easy, economical, reduces our climate impact, creates local jobs and is the right thing to do for our community."

"It's time we level the playing field," added Edmee Knight, Corporate Relations and Sustainability Manager at Alfalfa's Market and supporter of the pledge. "Everyone should be recycling in Boulder."

Eco-Cycle is pushing for more commercial recycling because recycling is one of the fastest and cheapest ways to reduce greenhouse gas emissions. According to the EPA, 42% of all U.S. greenhouse gas emissions come from the production, consumption and disposal of the products we use and the food we eat. By recycling, we consume fewer natural resources, use less energy to manufacture products and release fewer greenhouse gases.

Other communities in the U.S. have prioritized commercial or business recycling as part of their climate action plans. More than 20% of the U.S. population lives in an area that requires businesses to recycle. Leading communities such as



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San Diego, San Francisco, Portland, OR and Madison, WI are diverting at least 60% and as much as 80% of their waste from landfills and incinerators, thanks in part to their requirement that businesses recycle. By comparison, the city of Boulder is diverting less than 50% of its waste. That percentage is as high as it is mostly due to the great effort of those who recycle in their homes, schools and local government offices.

For more information on Eco-Cycle's *Cooling the Climate through Boulder Business Recycling* campaign, and the pledge, go to <http://www.ecocycle.org/cooling-the-climate> or contact Randy Moorman, Eco-Cycle's Community Campaigns Manager at 303-444-6634.

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