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FOR IMMEDIATE RELEASE

Eco-Cycle Celebrates 30 Years with Birthday Party and Looks Toward a Zero Waste Future

Boulder, CO (Nov. 7)—Eco-Cycle, one of the nation’s largest non-profit recyclers, dedicated to helping build Zero Waste communities, is throwing a 30th birthday party from 6 to 9 p.m., Nov. 17, at the St. Julien Hotel & Spa in Boulder.

This event is an opportunity to celebrate and activate—it’s a celebration of the role Eco-Cycle has played during the past three decades in changing the way society views and uses natural resources, and it’s a chance to activate around the serious environmental issues we face today. Attendees will learn about our community’s role as a leader in the international Zero Waste movement and how we can all work toward Zero Waste. Zero Waste is a global movement that addresses resource use from product design to disposal, maximizes recycling and composting, and encourages the re-design of products to be less resource intensive, non-toxic, and recoverable for recycling, composting or reuse.

The event begins at 6 p.m. with gourmet hors d’oeuvres and a green silent auction, including items such as energy audits, compost bins, gift certificates for Zero Waste restaurants and many products made from recycled materials, as well as an expo of businesses and organizations that offer sustainable options for living lightly on the Earth and that can help event attendees integrate Zero Waste into their lives.

At 7 p.m., international Zero Waste experts Ann Leonard and Eco-Cycle Executive Director Eric Lombardi will share their vision for a Zero Waste future, both globally and locally. Ann Leonard is the Coordinator of the Funders Working Group on Sustainable Consumption and Production with the Environmental Grantmakers Association. She has worked on Zero Waste internationally for over 18 years and has traveled to more than 40 countries in her work on this issue. Eric Lombardi has been Executive Director of Eco-Cycle since 1989 and is president of the national GrassRoots Recycling Network. He has served as a project consultant and speaker for other organizations around the world working toward Zero Waste.

“Our children will inherit a planet in turmoil unless we face up today to the global crisis that stems from the over consumption of our natural resources,” Lombardi said.

“Communities like ours that are very aware of the issues have the opportunity and the responsibility to lead the way to change. Eco-Cycle has more than thirty years of success in resource conservation. We need to build on that experience with recycling and take the next big step and make our community a Zero Waste model for the world.”

Eco-Cycle supporter and board member Mary Wolff will also be honored at the event. Ms. Wolff is the longest-serving Eco-Cycle board member and represents a generation of dedicated community members who helped create Eco-Cycle 30 years ago. She has continued to be part of leading Eco-Cycle’s evolution on its path to Zero Waste. Without Mary Wolff and the other dedicated volunteers who have always been the cornerstone of the organization, Eco-Cycle would not be what it is today.

Reservations for the event are \$30 in honor of 30 great years and must be purchased in advance either online at www.ecocycle.org/events/30th or by calling 303-444-6634, ext. 123. The event is sponsored by the Jared Polis Foundation, Roche Colorado, Micro Motion Inc., Weyerhaeuser, Ball Corporation, Bartkus Oil and Coors.

The birthday celebration will be a Zero Waste and carbon neutral event. All food scraps and disposable foodservice ware will be composted, and paper and commingled containers will be recycled. Carbon emissions from transportation and energy use at the event will be offset through Renewable Energy Certificates donated by Driven by the Wind, a trademark of the ConservED Project in partnership with Community Energy, Inc. Renewable Energy Certificates are a powerful tool to help make the shift from dangerously polluting fossil fuel-based energy to clean and healthy renewable energy.

Eco-Cycle is a non-profit organization founded in 1976. Thirty years ago, Eco-Cycle made Boulder one of the first communities in the nation to implement curbside recycling. Now, Eco-Cycle has broadened its efforts—both locally and internationally—to pioneer the next revolution in resource conservation: Zero Waste. Eco-Cycle is partnering with businesses, government, schools, event organizers and individuals to create a Zero Waste community and to provide a Zero Waste model for the rest of the world. To learn more about Eco-Cycle, visit www.ecocycle.org or call 303-444-6634.

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