

## FOR IMMEDIATE RELEASE

### CONTACTS:

Marti Matsch, Deputy Director, [marti@ecocycle.org](mailto:marti@ecocycle.org) 303-419-4676

## In Celebration of Earth Week, Eco-Cycle and City of Boulder Launch a Virtual Reuse Hub for Residents and Businesses Along the Northern Front Range

*The new, interactive platform connects shoppers and businesses to build a local reuse economy*

**BOULDER, CO** (April 20, 2026) — April 20 is the first day of Earth Week, and in celebration, Eco-Cycle—marking its 50th anniversary this year—and the City of Boulder announce the launch of the [Reuse Hub for Boulder and Beyond](#), a new online resource designed to accelerate the circular economy across communities from Fort Collins to Boulder County, and down to Denver and Colorado Springs.

The Reuse Hub is built as a two-sided platform: one side helps residents and shoppers easily find reuse, refill, and repair options in their daily lives, while the other provides businesses with the tools, visibility, and incentives they need to expand and promote their reuse offerings, as well as connect with each other.

### Why Reuse and Why Now?

The United States represents just 5% of the world's population but consumes about 25% of its natural resources. Our current "take-make-waste" system extracts materials, turns them into short-lived products, and discards them—wasting resources, energy, water, and economic opportunity. A significant solution is reuse. Reuse keeps materials in circulation longer, which can protect natural resources even better than recycling can, supports local jobs, and ultimately saves money. The Reuse Hub reflects a growing shift toward a local circular economy where reuse is the norm rather than the exception.

"Reuse is the next frontier of circularity," said Eco-Cycle Deputy Director Marti Matsch. "When we're faced with mountains of disposable products and packaging, the instinct is to ask, 'Can we recycle this?' But the better question is, 'Can we eliminate disposables altogether?' Switching from disposable products to reusables creates a cycle of refill and return rather than continually extracting virgin natural resources and accelerating our climate and health crises. The answer in this case isn't better recycling—it's replacing problematic packaging, to-go containers, and fast fashion with reuse, refill, and repair."

### For Shoppers: The Reuse Hub Makes Reuse Easy to Find

On the shopper-facing side, the Reuse Hub answers a common question: Where can I reuse, refill, repair, or share — right now?

At the core of the Reuse Hub is the **Routes to Reuse Map**, a searchable, interactive map that helps people discover hundreds of reuse-focused businesses and services near them. Options include reuse grocers like Nude Foods in Boulder and Simply Bulk in Longmont; outdoor gear reuse and repair from Boulder Sports Recycler, Play it Again Sports, and Community Cycles; secondhand stores like Pig and Pearl; creative reuse outlets like Art Parts; and home and construction material reuse through Resource Central and ReStore. Users can also find repair services, reuse and repair events, lending libraries, and community sharing networks.

"Residents and businesses in our region have already begun embracing reuse," said the City of Boulder Sustainability Senior Manager Jamie Harkins. "From zero-waste refill grocery stores and repair shops to restaurants using reusable tableware and refillable condiment cups in place of single-use disposables. The Reuse Hub brings it all together in one place, making reuse easier for both the shopper and the business."

The Reuse Hub also offers tips and toolkits for reusing at home, work, school, and events, and will soon feature stories highlighting the people and businesses building the local reuse economy.

### **For Businesses: Free Support, Incentives, and Visibility**

The business-facing side of the Hub supports restaurants, grocery stores, retailers, service providers, and institutions that want to offer — or better promote — reuse. Businesses can learn how to get started, connect with local reuse service providers, access incentives and technical support, explore case studies, and join the **Business Reuse Network** at no charge. Network members receive placement on the Routes to Reuse Map and will soon have access to promotional tools to help customers identify and choose reuse options.

The Hub also helps businesses understand — and communicate to customers — that reuse is already supported under Colorado's food code, including the use of customer-provided containers for leftovers and reusable drink vessels.

This launch builds on 50 years of partnership between Eco-Cycle and the City of Boulder. "The City of Boulder has been an amazing partner of Eco-Cycle's for 50 years now," said Executive Director Suzanne Jones. "Fifty years ago, the City supported Eco-Cycle by providing property and funding to make Boulder one of the first cities in the nation to adopt curbside recycling. The City also partnered with us in the creation of the Center for Hard-to-Recycle Materials. This new Reuse Hub is just the latest example of how this partnership continues to make Boulder and the surrounding region a model for Zero Waste and circularity."

### **Learn More**

Explore the *Reuse Hub* and the *Routes to Reuse Map* at [ecocycle.org/reuse-hub](https://ecocycle.org/reuse-hub). Know of a reuse business who isn't on the map yet? Let us know in the Hub!

Businesses interested in joining the Business Reuse Network can sign up through the Hub.

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*About Eco-Cycle: Celebrating 50 years this year, Eco-Cycle is one of the nation's oldest and largest nonprofit recyclers, and as such, has pioneered many "firsts" in the industry, including one of the first curbside collection services for household recyclables and the first commercial compost collections in our region. Eco-Cycle works to identify, explore, and demonstrate the emerging frontiers of sustainable resource management through the concepts and practices of Zero Waste. For more information, visit: [www.ecocycle.org](http://www.ecocycle.org)*