

## **PRESS RELEASE**

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### **Sign to be unveiled on Earth Day to raise awareness of recycling services**

MUSKEGON: On Wednesday, April 22, 2009, at 4:00 p.m. area business people, high school students, and community leaders will gather at Community Recycling Services (CRS) at 1970 Port City Boulevard to unveil a new sign. The sign, designed by a high school student from the Muskegon Area Career Tech Center (MACTC), is meant to raise community awareness of the free household recyclables drop-off site. Allied Waste operates CRS which is open to all county residents. Members of the Muskegon Area Sustainability Coalition's Recycling Committee led the project. They believe the addition of a clear, visible sign will raise awareness of the services and increase its use.

Earlier this year high school students from the Commercial Art program at the MACTC submitted possible signage ideas to the recycling committee. The winning idea was chosen by committee members and Allied Waste's management. The committee was awarded a small grant from YES (Youth Environment Stewardship), funded by Alcoa-Howmet, to create the sign. A local firm offered to manufacture the sign within the constraints of the grant's funding. The firm, Source One Digital, provided the students with a tour of their production facility and a presentation regarding the need for increased recycling.

The Muskegon Area Sustainability Coalition's Recycling Committee's next community project is to coordinate a recycling expo at The Lakes Mall this fall. They are looking for interested businesses and organizations to participate, and volunteers. Please contact Lea Markowski, committee co-chair, at 231-670-1211, or [markowle@gvsu.edu](mailto:markowle@gvsu.edu)

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