



KEEP TRUCKEE MEADOWS
BEAUTIFUL

Contact:

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120 Tons of Phone Books Recycled

RENO, NV— The results are in for the 2006 AT&T Yellow Pages Project ReDirectory phone book recycling campaign. The Truckee Meadows community recycled a total of 120 tons of old AT&T phone books. “This is a substantial increase when compared with last year,” said Christi Cakiroglu, Keep Truckee Meadows Beautiful’s Executive Director.

For the second year City of Reno Parks and Recreation, Sparks Parks and Recreation and Washoe County Department of Regional Parks and Open Space competed to collect phone books. For every ton of phone books recycled at municipal locations AT&T Yellow Pages with the assistance of the National Arbor Day Foundation will donate 17 trees for every ton as a symbol of the number of trees saved through recycling. “The planting of these trees is an effective means to fight global warming,” said Jim Troup, AT&T Yellow Pages Environmental Issues Representative. The results from the competition are as follows: City of Reno: 3.15 tons, Washoe County: 3.06 tons, City of Sparks: 0.985 tons. Phone books can be recycled year round by placing them on top of curbside recycling or by taking them to the Recycle America recycling center at 1100 E. Commercial Row.

For every ton of Reno, Sparks and Washoe County phone books recycled, 6,953 gallons of water, 463 gallons of oil and enough landfill space to occupy a Volkswagen Beetle are saved.

This is the sixteenth annual phone book recycling effort coordinated by Keep Truckee Meadows Beautiful, Scolari’s Food & Drug Company, AT&T Yellow Pages, and Waste Management’s Recycle America.