

**For Immediate Release**  
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# **Weekend Tree planting sets scene for 2006 phone book recycling campaign**

**Last year's community effort provided 74 new trees that will be  
planted at Lazy 5 Regional Park this weekend**

**Reno, Nevada.** AT&T Yellow Pages donated 74 trees to the Washoe County Department of Regional Parks and Open Space following last year's tremendous response to a community-wide phone book recycling campaign in which 17 trees were given to local parks departments for every ton of phone books collected.

With just one week before this year's recycling effort gets underway, local media are encouraged to cover the planting of those trees to illustrate the benefits of this recycling program. Volunteers and parks staff will plant the trees at Lazy 5 Regional Park in Spanish Springs on Saturday and Sunday, November 11 and 12. For exact times or to set up an interview, contact Bob Harmon at (775) 722-5517.

For every ton of old phone books recycled, 17 trees are saved. With this in mind, AT&T Yellow Pages, Keep Truckee Meadows Beautiful, Scolari's, Sak 'N Sav, Recycle America, the cities of Reno and Sparks, and Washoe County have partnered in a friendly competition to encourage recycling. For every ton of books dropped off in bins at designated parks, AT&T will donate 17 trees to that jurisdiction's parks department. And remember that the phone books collected for recycling under the AT&T Project Redirectory program will again be recycled into new telephone book paper.

The public is again invited to turn their old phone books into trees by dropping the off at one of the following locations between November 17 through December 22:

**Reno parks: Neil Road Recreation Center, Northeast Community Center and Moana Swimming Pool.**

**Sparks parks: Alf Sorensen Community Center, Sparks City Hall and the Sparks Parks & Rec. Office.**

**Washoe County parks: Lazy 5, Bartley Ranch, and Rancho San Rafael Regional Parks.**

Phone books may also be recycled at Scolari's, Sak 'N Sav, Nevada Bell/AT&T offices, or on top of curbside recyclables. For more information about phone book recycling, contact Keep Truckee Meadows Beautiful at (775) 851-5185 or visit [www.ktmb.org](http://www.ktmb.org).

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