



KEEP TRUCKEE MEADOWS  
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**Contact:**

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## Recycled Phone Books Double at Sparks Parks

RENO, NV— The results are in for the 2007 AT&T Real Yellow Pages Project ReDirectory phone book recycling campaign! For the third year in a row 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 Real 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 Real Yellow Pages Environmental Issues Representative. The results from the competition are as follows: City of Sparks: 2.29 tons, City of Reno: 4.43 tons, and Washoe County: 8.44 tons. This is a substantial increase from the last year with the City of Sparks more than doubling the amount received. In 2006 the City of Sparks collected only 0.985 tons.

The Truckee Meadows as a whole is on track to once again recycle 120 tons of old AT&T phone books. 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 seventeenth annual phone book recycling effort coordinated by Keep Truckee Meadows Beautiful, Scolari’s Food & Drug Company, AT&T Real Yellow Pages, and Waste Management Recycle America.