



VILLAGE OF DEERFIELD



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VILLAGE OF DEERFIELD ASKS RESIDENTS TO “RECYCLE FIRST AND TRASH LAST” IN NEW CURBSIDE RECYCLING EDUCATION CAMPAIGN

Deerfield, Ill.—Deerfield residents will soon be hearing more about curbside recycling, thanks to a new education campaign that places the priority on recycling first and defining what’s left as trash.

“A lot of items are recyclable via curbside recycling in Deerfield, and in Lake County, said Kent Street, Village Manager. “We’re proud to be involved in this new campaign called ‘Recycle First. Trash Last.’ We want to shift how residents think about recycling.”

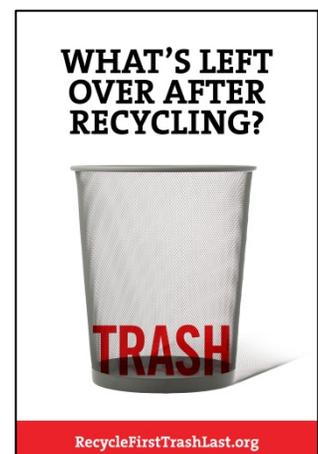
The campaign is the result of a partnership between SWALCO and the Curbside Value Partnership (CVP), an invitation-only program designed to increase participation in curbside recycling programs through improved education and measurement. Village Manager Street is the Chair of the SWALCO Executive Board.

With support by Deerfield, as well as other communities in the county, residents will be encouraged to view recyclable materials as valuable resources and reclaim them through recycling. “By transitioning the mindset of residents from one of pulling recyclables out of the trash to, ideally, pulling trash out of the recycling, recycling can become a proactive everyday habit,” said Walter Willis, executive director of SWALCO. “The ‘Recycle First. Trash Last.’ theme embodies the perspective we want Lake County residents to adopt: to view recyclable materials as the valuable resources they are and help us reclaim more of them by encouraging residents to recycle throughout their entire house.” Deerfield residents have access to single-stream recycling, which means no sorting of recyclables is required. Everything can be placed in the same container, making it easy to recycle first and trash last

Throughout Lake County, residents will encounter the new campaign in a variety of ways, including radio and transit advertisements, direct mail, at malls, events, and online via news websites and a new campaign website:

www.RecycleFirstTrashLast.org. Additionally, **an educational team will be at Community Services Day on September 22 at Brickyards Park from 12-4 handing out materials about the new campaign. Please visit the Village’s booth for more information!**

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ABOUT SWALCO

The Solid Waste Agency of Lake County, Ill. (SWALCO) is a municipal joint action agency that is responsible for developing and implementing a regional solid waste management plan for its 41 municipal members including the County of Lake and Naval Station Great Lakes. Formed in 1990, SWALCO represents approximately 85 percent of the county's population. Its mission is to implement a regional solid waste management plan; facilitate an efficient, reliable and environmentally sound waste disposal system; advise and assist its members regarding solid waste management issues; educate the public regarding implications of solid waste management options; and identify, evaluate and disseminate information regarding techniques to reduce, reuse and recycle the amount of solid waste generated. For more information, visit www.swalco.org.

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