



# iRECYCLE

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## Dothan, Alabama

### FOR IMMEDIATE RELEASE

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#### **DOTHAN'S CURBSIDE RECYCLING PROGRAM IS HERE!**

The City of Dothan's pilot curbside recycling program is here! In recognizing the impact that each citizen has on the environment, Dothan is taking the unique marketing strategy of focusing on individual responsibility. For this reason, the City of Dothan has selected the name iRecycle for their curbside recycling program. With the legislature's recent passage of the Solid Wastes and Recyclable Materials Management Act, Mayor Pat Thomas and the City Commission feel strongly that the iRecycle program could help set an example for the entire State. One component of the new law will provide assistance at the local level by funding grants to help cities, counties and nonprofit groups start or expand recycling programs. "All of us are fortunate to live in a truly beautiful state," said Alabama Governor Bob Riley, "Today we are taking steps to make Alabama even more beautiful. We are taking important steps toward a cleaner Alabama."

According to Alabama Department of Environmental Management, Alabama produces 9.9 pounds of solid waste per person each day. This is more than twice the national average of 4.6 pounds. These figures exemplify the importance of embracing the iRecycle motto – *Dothan citizens taking individual responsibility in creating a bright future.*

In selecting participants for the pilot phase of iRecycle, the City's Environmental Services Department thoroughly examined socioeconomic factors in an attempt to cover every aspect of Dothan's diverse citizenship. During the first two weeks of May, residents in selected areas will be receiving an informational mailer. Those interested in participating should complete and return the business reply portion of the mailer by May 21st. Depending upon the level of interest in these areas, the selected regions may need to be modified. **Therefore, sending in the business reply mailer does not guarantee selection.** Once the final group of participants are selected, residents will receive a free recycle bin with more detailed instructions. The recycling truck will begin running the second week of July with recycling pick-up being the same day as garbage pick-up.

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