

**YOUR BOTTLE MEANS JOBS RECYCLING CAMPAIGN LAUNCHING IN RALEIGH-
DURHAM, N.C.**

Recycling Bottles Creates N.C. Jobs

March 20, 2017 - Increased demand for recycled plastic bottles by Carolinas plastics recyclers brings about the debut of the Your Bottle Means Jobs multimedia campaign in the Raleigh-Durham, NC region. On March 20, 2017, Triangle area residents will hear radio ads and see billboard and digital messages demonstrating that ‘Your Bottle Means Jobs’, a campaign sponsored by the Carolinas Plastics Recycling Council (CPRC). The campaign urges households to pledge to recycle at least two more plastic bottles a week to help create jobs in this region. Those pledging on-line to recycle plastic bottles at www.yourbottlemeansjobs.com as well as at local events staffed by volunteers of the CPRC will allow participants to enter into a prize drawing. To determine success, staff will collect data to measure how many pounds of bottles that were recycled during the Raleigh-Durham, N.C campaign run.

The Carolinas are home to over 3,500 jobs at companies making automotive, textiles, and consumer products from recycled plastic bottles but almost all these bottles are purchased and imported from elsewhere including Mexico, Canada and bottle bill states while Carolina household throw away more than 3 billion bottles each year. The Your Bottle Means Jobs campaign addresses the immediate need to educate the public about recycling’s economic impact and increase the amount of bottles recycled in the Carolinas.

According to a recent study from national plastics recycling consulting firm More Recycling, local and national recycling rates have remained stagnant. North and South Carolinians put 70% of the plastic bottles they use in the trash can rather than in their recycling cart.

“If each household in both North and South Carolina recycled just two more bottles a week, we would have potential to create 300 more jobs all along the supply chain from recycling sorting plants to

processors and retailers who sell clothing, carpet, plastic pipe, lumber, toys and other products made from those bottles. Factories and processors in both states depend on good quality post-consumer recycled bottles, and this manufacturing process starts in the recycling cart at the curbside of every Carolinas' home," said Carolinas Plastics Recycling Council staff, Chantal Fryer. "Large scale plastics recyclers have strong, consistent demand for bottles. For instance, in Reidsville N.C., both Unifi who processes water bottles made from a polyester called Polyethylene Terephthalate (#1 PET plastic) and Envision Plastics who processes High Density Polyethylene (#2 HDPE plastic) bottles like milk jugs or detergent bottles need residents to recycle more bottles as resource to manufacture new products that we use every day." Fryer added, "No plastic bottle should end up in the landfill in the Carolinas when there is the demand for recycled bottles in our region. The Your Bottle Means Jobs campaign bridges the gap in recycling messaging between industry and the household."

"While the Your Bottle Means Jobs campaign is first launching in the Triangle, we plan to broaden our outreach through other key areas of both North and South Carolina in the coming year," said Blair Pollock, campaign member. "Your Bottle Means Jobs is a nationally unique effort to encourage people to recognize the undeniable linkage between recycling as an economic activity and an environmental one. The Carolinas have become home to a large and innovative plastics recycling industry. Re-shoring of textile plants and manufacture of industrial products using recycled plastic bottles are part of the new economy growing from North Carolina's traditional economic base. Only this time, we are creating wealth from what was waste. If recycled, each ton of bottles represents a value of over \$300 between the market price and the avoided cost of landfill disposal." Pollock added, "In addition, as N.C. law prohibits the landfilling of plastic bottles, the Your Bottle Means Jobs campaign helps make us better citizens who can enjoy a better quality of life in our state."

The Your Bottle Means Jobs campaign will run from March 15 through May 15, 2017 featuring radio advertisements on eight N.C. radio stations during the weather and traffic, billboards on I-440, NC 147

and US 70 along with targeted internet and social media promotions featuring the pledge to recycle two more bottles a week. More than forty local governments, industry members and trade associations including Wake County, City of Raleigh, Orange County, Food Lion, the American Chemistry Council and Carolina Recycling Association, support this campaign. A full list of sponsors and more information about the Your Bottle Means Jobs campaign is located at www.yourbottlemeansjobs.com. A video explaining how recycling bottles helps create jobs in the Carolinas is at <https://vimeo.com/channels/yourbottlemeansjobs>.

The Raleigh-Durham, N.C. focused campaign is the latest addition to the ongoing CPRC campaign to increase plastic bottle recycling in the two states. “The next time you’re holding that empty bottle, be sure to put it in the recycling bin, not the trash,” said Fryer.

Established in 2011, the **Carolinas Plastics Recycling Council** works to raise awareness around the importance of recycling plastic bottles and to promote plastic recycling companies operating within the two states. In recent years, the CPRC launched the Your Bottle Means Jobs campaign, which aims to get more of the three billion plastic bottles discarded each year in the Carolinas back into the production cycle. Visit <http://yourbottlemeansjobs.com>

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