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PRESS RELEASE
For Immediate release

*Keep Mecklenburg Beautiful Honored with The 2015 Keep America Beautiful
Outstanding Litter Prevention Program Award
By The Carolina Recycling Association*

Keep Mecklenburg Beautiful was honored with The Keep America Beautiful Outstanding Litter Prevention Program Award by the Carolina Recycling Association during its Annual Conference and Trade Show on March 25th in Myrtle Beach, SC

The Keep America Beautiful Outstanding Litter Prevention Program Award recognizes a local affiliate that practices the Keep America Beautiful guiding principles of education, individual responsibility, public-private partnership and volunteer action to improve its community's environment.

For six years, Keep Mecklenburg Beautiful has spearheaded a tailgate recycling program at Carolina Panther Football games in the Bank of America Stadium with impressive results. Volunteers distribute yellow bags to tailgaters to fill with cans, bottles and paper which the City of Charlotte collects for recycling following the game. In the 2014 season, over 90,000 pounds of recycling was collected from outside the stadium and over 153,000 pounds collected from inside the stadium. A pilot program for recycling food scraps and organics diverted another 13,000 pounds of materials.

Each year, the diversion from the stadium grows and other professional sporting teams from Charlotte have begun to initiate similar recycling programs as result of the diligent work of Keep Mecklenburg Beautiful and all of their volunteers that make the program so effective.

For more information, please contact the CRA's Awards Committee:
Amanda Cutshaw 828-649-2311

The Carolina Recycling Association (CRA) is a 501(c)(3) organization established to advance waste reduction and recycling in the Carolinas. The CRA is supported by a community of people - multi-national corporations, small businesses, local government, state government agencies, and individuals across the Carolinas who are committed to waste reduction and recycling efforts. With over 300 member organizations (over 800 individuals), the CRA is ever growing and changing to benefit our members and the recycling industry. Find out more about CRA's work and how to join at www.cra-recycle.org.



Laurette Hall accepts the 2015 Keep America Beautiful Outstanding Litter Prevention Program Award on behalf of Keep Mecklenburg Beautiful from Carolina Recycling Association President Patrick Darrow.