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## FOR IMMEDIATE RELEASE

### **Tori Carle with City of Greensboro Wins Award from Carolina Recycling Association**

*#RecycleRight Campaign: An Innovative Project to Decrease Contamination  
in Curbside Recycling*

CHARLESTON, SC – The Carolina Recycling Association honored Tori Carle of City of Greensboro with a 2019 Annual Recycling Award during the Annual Conference and Trade Show on March 19 in Charleston, SC. Tori Carle helped launch the #RecycleRight campaign: a project to decrease contamination in recycling carts.

Each year, the Carolina Recycling Association honors top performers that advance waste reduction and recycling in the Carolinas. The awards are open to individuals, companies, governments, schools, organizations, non-profits, and councils – projects and programs large and small. Nominations are reviewed and winners are selected by a committee of industry peers, and scored in a variety of categories including amount of waste reduced, recycled or diverted, level of difficulty, and contribution to the industry as a whole.

The City of Greensboro's recycling contamination rate has been at an all-time high. In July of 2018 the city began to address this by launching the #RecycleRight campaign. The city purchased Mobile 311 software service (M311) for recycling truck drivers and the solid waste inspector. Recycling drivers had tablets mounted in their trucks and cameras installed over their hoppers. As recyclables fall from the carts into the truck, they watch for things like plastic bags, hoses, electronics, etc. If contaminants are identified, a tag is issued for a 1st, 2nd, or 3rd contamination notice. Within four months they tagged 4,800 carts with a 1st violation and only 214 carts have been tagged with a 2nd violation! This innovative project helps educate people about how to recycle correctly, to minimize contaminants and maximize the amount of material that can be recycled.

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