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FOR IMMEDIATE RELEASE

**NC State University's Zero Waste Wolfpack Wins Award  
from Carolina Recycling Association**

*Program Integrates Fan Experience with Education to Reduce Waste and Promote  
Sustainability at Athletics Events*

CHARLESTON, SC – The Carolina Recycling Association honored the Zero Waste Wolfpack of NC State University with a 2019 Annual Recycling Award during the Annual Conference and Trade Show on March 19 in Charleston, SC. Zero Waste Wolfpack has worked to drastically reduce waste inside of the Carter-Finley Stadium.

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.

NC State University's Zero Waste Wolfpack program integrates fan experience with operational efficiencies and compost collections to reduce waste and promote sustainability at Wolfpack Athletics events. More than 340,000 fans flock to the Carter-Finley stadium each season. Zero Waste Wolfpack volunteers help fans divert waste from their game-day experience by handing out recycling bags in tailgating lots and helping fans sort their stadium waste into recycling and compost bins during the game. Education in fan guides, jumbotron & ribbon-banners ads, announcements, and social media encourage fans to recycle & compost. Since its launch in 2015, the diversion rate inside Carter-Finley Stadium has improved from 18% in 2015 to 2018's stand-out diversion rate of 44%. It has also reduced its season-average waste-to-landfill by 39% from 2015 to 2018!

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