

877.972.0007  
awards@cra-recycle.org



## FOR IMMEDIATE RELEASE

### **The North Carolina Department of Environmental Quality's Recycling and Materials Management Section Wins Award from Carolina Recycling Association**

*#RecycleRightNC Campaign Reaches 1 Million People*

RALEIGH, NC – The Carolina Recycling Association honored the Recycling & Materials Management Section of the North Carolina Department of Environmental Quality with a 2020 Annual Recycling Award!

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 North Carolina Department of Environmental Quality's Recycling and Materials Management Section (RMMS) launched a ten-week anti-contamination campaign in the fall of 2019. The 'Recycle Right NC' campaign consisted of direct mail outreach materials, press releases, and social media posts used by 225 local governments and colleges. RMMS created free outreach toolkits for local governments to customize and distribute to their residents. This included items such as customizable brochures, post cards, print ads, and oops tags based on the individual Material Recovery Facility's (MRFs) accepted materials list. The team reached more than 1 million people and accumulated more than 30,000 interactions on social media.

RMMS designed the state's 'Recycle Right NC' campaign to combat contamination in recycling. With clear, simple, and uniform recycling outreach materials, local governments could reduce residents' confusion over what belongs in their cart. RMMS designed the campaign to offer local governments an inexpensive method to combat contamination. They lowered the barriers for participation by creating easy-to-implement packets of free outreach graphics tailor-made for each MRF's service area. The 225 local governments that participated and the thousands of comments on social media illuminate the demand the public has for recycling education.

##