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FOR IMMEDIATE RELEASE

Town of Cary, NC Wins Award from Carolina Recycling Association *Innovative and Interactive App Allows Citizens to Access Recycling Resources*

RALEIGH, NC – The Carolina Recycling Association honored The Town of Cary, NC 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 Town of Cary got a little greener last fall by providing solid waste collection schedules and a searchable “Waste Wizard” via ‘Cary Collects’, its new web and mobile app (a ReCollect product). Using the app, residents can enter their address to access collection schedules, receive custom notifications related to curbside services and search for any item to identify proper disposal options using the Waste Wizard feature. Citizens may also access these tools on the website; www.townofcary.org/collects. By digitally enhancing their communications, they’ve offered their citizens an improved level of service by placing so much information at their fingertips. This has made it easier than ever to find specific collection information and stay current with ever-changing recycling materials – an important step in combatting contamination.

Since Cary Collects launched, their efforts have resulted successfully in:

- Improved recycling and reduced contamination by filling citizen knowledge gaps
- Replacing over 50,000 printed and mailed recycling schedules and accepted materials lists, saving over \$5000 in print, design, and paper cost
- 44% of households are already accessing their solid waste collection schedules through the app and they’ve seen a nearly 3% decrease in their contamination rate.

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