



## **The Orlando International Airport and the City of Winter Park Join Society-Wide Recycling Label Movement on America Recycles Day**

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*Recycle Across America's leaders for progress join together to celebrate implementing the standardized label solution on recycling bins to help visitors "recycle right"*

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**ORLANDO INTERNATIONAL AIRPORT (NOVEMBER 15, 2016)** - Today on "America Recycles Day", non profit organization, Recycle Across America (RAA) announced and celebrated the Orlando International Airport (Airport) and the City of Winter Park's (Winter Park) implementation of the society-wide standardized labeling solution on recycling bins. This joint event held at the Airport, honored Orlando International Airport as the first international airport to begin using the standardized labels *in all terminals* and celebrated Winter Park as the first city to implement the standardized labels on all of their residential rollaway carts, as part of the national movement that is making it easier for people to begin to recycle more and recycle right, *wherever they might be*.

Both Orlando International Airport and the City of Winter Park embrace that their involvement in the standardized label movement is part of a larger success story in Florida and across the U.S. that has been evolving within the past couple years thanks to the leadership of so many others who have been advancing this critical recycling solution. In fact, Central Florida has become the very first region in the country to launch a monumental and comprehensive effort of government, travel, commerce, education and tourism all coming together for one purpose: to make recycling easy for its community.

Today, the City of Winter Parks Mayor, The Orlando International Airport's Chief Operating Officer were joined by leaders from Whole foods, Subaru, Rollins College, FDEP, U.S. Green Chamber of Commerce, American Sustainable Business Council, Valencia College, and Walt Disney World to share that, together, they are joining the standardized label movement to help residents, visitors, customers, students, employees... and overall communities recycle *properly*. "This is such a powerful demonstration of what

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can happen when leaders approach society-wide issues with society-wide solutions for the greater good. This is why we are so incredibly excited to see such progress-driven leaders in Central Florida come together to begin using the society-wide standardized labels on recycling bins to make it easier for people to *recycle more and recycle right, wherever they might be.*" Executive Director of Recycle Across America Mitch Hedlund.

In 2010, RAA, a 501(c)(3) nonprofit, developed the first and only society-wide standardized labels for recycling bins to make recycling less confusing for the general public. Confusion at the bin leads to millions of tons of garbage being thrown into recycling bins each day, which increases the costs associated with processing the recyclables and harms the viability of recycling.

There are currently over 1.25 million RAA labels across the U.S. In areas where the labels have been implemented there have been significant improvements in recycling and cost savings. During the first year of using the standardized labels in public K-12 schools throughout Orange County, Fl., for example, the school district experienced a 90 percent increase in recycling levels and saved nearly \$370,000 in landfill hauling fees.

Recycle Across America's great partner EcoPreserve introduced the standardized labels to the airport as part of their suggested sustainability plan to increase waste diversion at the Airport. "This kickoff effort to Recycle Right is proof that environmental responsiveness and sound business decisions can work hand in hand," says Frank Kruppenbacher, Chairman of the Greater Orlando Aviation Authority. "Combining forces with educational institutions, government and industry to protect our environment is not only important for us but for our children's future as well."

The State of Florida has an aggressive recycling goal of 75% by year 2020 and many entities are trying to meet that goal internally. Mayor Steve Leary explains, "The City of Winter Park is proud to celebrate America Recycles Day and support the Recycle Across America standardized label initiative. Participation in the RAA program is a natural fit as a strategy that supports the City Sustainability Action Plan objective of increasing local recycling rates and meeting the Florida statewide goal of 75% landfill waste diversion by 2020."

The amazing southern Actress, Joelle Carter, the lead female in the upcoming Dick Wolf NBC series, Chicago Justice, took time out of her filming in Chicago to join the event today and share her support of this mission and to congratulate central Florida on the monumental progress.

RAA has seen viral success resulting from its "Let's Recycle Right" PSA

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campaign comprised of major celebrities who have donated their voice and time to help save recycling in the U.S. Celebrities, in addition to Joelle Carter, who have already joined the campaign include; Kristen Bell, Anthony Mackie, Johnny Galecki, Jeremy Piven, Joelle Carter, Elvis Nolasco, Angie Harmon, Gabrielle Reece, Alanis Morissette, and many others.

## **About Orlando International Airport**

Orlando International Airport (MCO), serves more than 41 million passengers annually, of which over 13 percent are international. MCO is the second busiest airport in Florida and has more than 18,000 badged employees and generates over \$31 billion in direct and indirect revenue for the regional economy. In its ongoing efforts to value and delight its customers, MCO has embarked on a series of Capital Improvements valued at over \$3.1 billion and has approved designing a new South Terminal project all aimed at enhancing The Orlando Experience®.

## **About the City of Winter Park**

One of the finest cities in the United States, Winter Park, Fla., is considered by many to be the premier urban village in the sunshine state. With its rich heritage, strong sense of community, vast parks system, diverse economic base, and beautiful chain of lakes, the city provides a high quality of life to both its residents and visitors alike. Located just three miles north of Orlando in Orange County, the city is nine square miles with over 29,000 residents. Winter Park is known for its Old World charm, elegant homes, quaint bricked streets, extensive tree canopy, first-class shopping and dining experiences, world-class museums and Rollins College. For more information regarding the City of Winter Park, please visit the city's official website at [cityofwinterpark.org](http://cityofwinterpark.org). Like, follow and watch us on [Facebook](#)®, [Twitter](#)®, [Instagram](#)®, [Vimeo](#)®, and [YouTube](#)®.

## **About Recycle Across America**

Recycle Across America (RAA) is a 501(c)(3) non-profit organization, which has developed the first and only society-wide standardized labeling system for recycling bins to help eliminate the public confusion surrounding recycling and to improve the economics of closed loop manufacturing. RAA and the standardized labels have been identified as a world-changing solution by Ashoka Global Innovators for the Public and are being referred to as “one of the most important environmental fixes taking root today.” For more information about RAA's standardized label initiative or its celebrity-led 'Let's Recycle Right' campaign, visit [www.recycleacrossamerica.org](http://www.recycleacrossamerica.org).

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