



## Competition Aims to Get Students Recycling More

--- Top California School to win \$1,000 and chance at National Title---

**SACRAMENTO, Calif. (September 30, 2011)** – Keep California Beautiful (KCB) announced that registration is now open for the **California K-12 Schools Recycling Challenge** at <http://greencaschools.org/>. This friendly competition and benchmarking tool for school recycling programs promotes waste reduction activities to students, families, faculty and staff. Participating classrooms, schools and districts will track and report how much recyclable material they collect for a chance to win prizes.

Online registration will be open through the first week of the competition. The competition will be conducted during the four week period from October 17, 2011 through November 12, 2011. Competitors are encouraged to support recycling events in conjunction with America Recycles Day, on November 15<sup>th</sup>. With multiple divisions and categories, there is an opportunity for everyone. Awards, certificates and trophies will be distributed to the winning schools and districts to support their recycling initiatives after the results are announced in January 2012.

Several categories of the competition will be measured on a “per capita” basis to allow schools and districts of all sizes to participate. Schools report recycling and/or trash data to be ranked according to the largest amount of recyclables per capita, the largest amount of total recyclables collected, and the highest recycling rate. Highest number wins! Because there is quite a bit of diversity in the availability of recycling programs and infrastructure for schools throughout the state, the contest will include 6 basic material categories: Paper; Cardboard; CRV Beverage Containers; Mixed Recyclables; Food Service Organics; and Expanded Polystyrene Foam.

Additionally, participants in the Waste Minimization Competition will focus on overall waste reduction instead of recycling. Schools will compete to see who can generate the lowest amount of total waste per capita, which includes both trash and recycling. For the weekly ranking component of the Waste Minimization competition, the results are calculated by taking the volume of recyclables and adding it to the volume of trash and dividing this number by the school’s population. Lowest number wins the coveted **“Waste Not, Want Not”** trophy. This trophy stays with the winner of the Waste Minimization competition for the year before being forwarded to the following year’s winner. The winner of the Waste Minimization category will also receive a permanent award to keep.

As a new feature for the 2011 **California K-12 Schools Recycling Challenge**, any school that enters the competition and submits data in the California competition website will be automatically entered in **Recycle-Bowl**, the first comprehensive nationwide recycling competition for elementary, middle and high-school students sponsored by Keep America Beautiful (KAB). The **Recycle-Bowl** competition tracks only total recyclables per capita. As part of the expansion, data will also be tracked for any schools in California who serve as community drop off locations for recyclables for the national competition only.

Because KCB and KAB are working together, there will be no need to enter the competition twice! Besides taking home a title for the state of California and \$1,000, schools will be in the running for the national title and additional prize of \$2,500. Schools competing in the community drop off division are uniquely eligible for category specific prizes of \$1,000 for first place, \$750 for second place and \$500 for third place in the national competition. More information on the national competition can be found at <http://recycle-bowl.org>



With over 9,950 public schools organized in over 1,000 districts to serve more than 6.3 million students across California, K-12 schools consume large amounts of resources and generate much solid waste. Add on another 600,000 students in private schools and all the teachers, staff and administration employed by all schools and it is safe to say that one out of six Californians is “At School” each day. Schools can help communities reduce their waste while saving money and teaching kids valuable lessons. Many school districts have been successful in improving their economic and environmental performance through the implementation of waste reduction initiatives.

#### **About Keep California Beautiful**

Keep California Beautiful, Inc., is an environmental education non-profit 501c (3) , whose mission is to work together to ignite individuals, state and local governments, communities, and corporate responsibility through strategic initiatives and volunteer action to preserve and protect California’s beautiful natural resources for generations to come. KCB forms public/private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.keepcabeautiful.org](http://www.keepcabeautiful.org)

#### **About Keep America Beautiful**

Keep America Beautiful, Inc., established in 1953, is the nation’s largest volunteer-based community action and education organization. With a network of over 1,200 affiliate and participating organizations, Keep America Beautiful forms public/private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.kab.org](http://www.kab.org).