



# City of Evanston™ *News...*

**FOR IMMEDIATE RELEASE**

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**CANS FOR CASH CITY RECYCLING CHALLENGE**

*October is 'Evanston CAN Recycle!' Month*

**EVANSTON, IL** - Mayor Elizabeth Tisdahl announces that October is 'Evanston CAN Recycle!' month. The City is participating in the Cans for Cash™ City Recycling Challenge. For the third year in a row, the City is calling on Evanston residents and businesses to recycle as many aluminum beverage cans as possible during the entire month of October.

The contest, sponsored by The United States Conference of Mayors, Novelis Corporation and Keep America Beautiful, Inc., challenges cities across the country to collect recyclable aluminum beverage cans and develop innovative ideas for promoting participation. New for this year is the American Recycler Video Award. Cities are encouraged to submit recycling videos to be used to promote the 2010 Cans for Cash city recycling challenge. The Challenge lasts for four weeks, officially starting on October 1 and ending on October 31.

The City of Evanston will be competing with other cities for up to \$15,000 in awards, which are to be used to support recycling efforts through local education and awareness programs. The City hopes to collect the most recyclable aluminum beverage cans and develop the most innovative plan for promoting recycling to win.

The Aluminum Association, a Washington, D.C.-based trade group representing aluminum producers, reports that recycling is good for the environment and municipal finances because aluminum is the most valuable material in the household recycling bin. Last year, just under \$1 billion was paid for recyclable aluminum beverage cans. Yet nearly 50% of all aluminum beverage cans produced were not recycled. In other words, nearly \$1 billion worth of aluminum cans are thrown away annually.

Evanston community members do not need to do anything extraordinary; simply make certain all of their aluminum cans are placed in recycling containers throughout the entire month of October. Groot, the City's recycling hauler, will sort and weigh the aluminum cans.

Community members without residential recycling pickup are encouraged to make a special effort to bring their aluminum beverage cans to the City's Recycling Center at 2222 Oakton Street: Fridays, noon to 7 p.m.; Saturdays and Sundays, 8:30 a.m. to 5 p.m. or to the Service Center at 2020 Asbury: Monday through Friday 8:30 a.m. to 3:00 p.m. For more information about the Challenge, visit [www.cityofevanston.org](http://www.cityofevanston.org) or call 847/866-2940.

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