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## PRESS RELEASE

Big opportunities to recycle away from home expanding to the south metro

Message in a Bottle™ program to add 75 locations south of the river; most in Dakota County

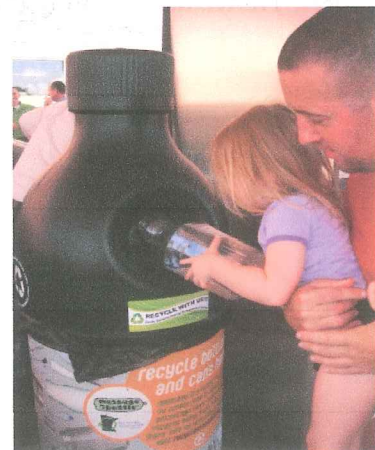
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“Where is the recycling bin?” was the common question that arose when Minnesotans were running errands, but residents of the south metro will have increased access to recycling when they stop to fill up at the gas pump. The Recycling Association of Minnesota (RAM), in partnership with the Minnesota Beverage Association and ProAct, Inc., today announced the expansion of the unique Message in a Bottle™ recycling program with the addition of 75 convenience stores in the southern metro area. The program expansion will include a total of 150 stores metro wide when the project is complete.

“The expansion from 16 convenience stores to over 150 throughout the metro area will have a great impact on recycling, as well as green job creation,” said RAM’s executive director, Ellen Telander.

In the metro area Message in a Bottle™ will partner with ProAct, Inc., a nonprofit organization providing employment opportunities to individuals with disabilities, for the collection and sorting of the beverage containers. Message in a Bottle is a green jobs program that makes it simple and easy for customers of local businesses to recycle their cans and bottles. This program uses an eye catching recycling bin shaped like a giant soda bottle. This program uses an eye catching recycling bin shaped like a giant soda bottle.

This southern metro expansion will have a real impact on recycling, as well. Each convenience store is estimated to collect approximately 2,000 pounds of recyclables each year, for a total of 300,000 pounds of beverage containers recycled annually.



Statewide, Message in a Bottle™ is currently available in 15 communities, covering much of Minnesota, and has recycled over 1 million pounds annually since its inception in 2007.

“The Minnesota Beverage Association is proud to assist with the expansion of this amazing program to further help Minnesotans recycle more when they are on the go,” stated President, Tim Wilkin. “This program is a win-win-win for businesses, their customers and the community.”

A kickoff event was held at the Holiday Station Store on Nicollet Avenue in Burnsville where organizers offered free beverages for those who got caught recycling at the pump.

“We are pleased to be able to work with this significant recycling effort to benefit the community,” said Steven Ditschler, ProAct president and CEO. “The additional employment options this project makes available to the individuals we serve is valued and appreciated.”

About RAM: The Recycling Association of Minnesota (RAM) is committed to promoting resource conservation through waste prevention, reuse, recycling, composting and purchasing practices using the most cost effective and environmentally sound methods available in Minnesota. We do this by holding conferences, convening educational forums, creating networking opportunities, disseminating timely information, providing public education, creating unique recycling programs and initiating cooperative dialogue among our diverse membership. RAM provides outreach activities to the public through the America Recycles Day campaign, our unique recycling programs, our website, recycled product educational kits, educational events and other means. RAM has more than 200 members from the public, private, and nonprofit sectors. RAM is a 501(c)(3) nonprofit organization.

About Minnesota Beverage Association: The Minnesota Beverage Association’s members are producers, marketers and distributors of almost every non-alcoholic beverage you can imagine. For over 100 years the Association has been committed to promoting the best of the beverage industry through information dissemination, recycling programs, awareness campaigns and providing timely updates on industry activities.

About ProAct, Inc.: Dedicated to serving people with disabilities and other barriers to employment and community inclusion, ProAct provides a wide range of client services that enhance employment skills and self-sufficiency capabilities. At the same time, ProAct offers employers from the Twin Cities area, western Wisconsin and southern Minnesota with quality workplace employees and assembly, packaging and light manufacturing products and services. ProAct, Inc. is a 501 (c)(3) nonprofit organization headquartered in Eagan.

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