

NEWS RELEASE

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Curbside Recycling Program Celebrates Successful First Year *Mayor Proclaims America Recycles Day in Seguin*

SEGUIN, Texas – Mayor Don Keil has proclaimed November 10 as America Recycles Day in the city of Seguin, celebrating what has been a successful first year for the city’s residential curbside recycling program.

“It’s great to see the growth of our residential recycling program over the past year,” Mayor Keil said. “Our community is embracing the opportunity to be more environmentally friendly.”

During the first month of the program, October 2013, 83 tons of recyclables were collected and the participation rate was 37%. During September 2014, 129 tons of recyclables were collected and the participation rate climbed to 42%. According to the Environmental Protection Agency, the national recycling participation rate is 34.5%.

“It speaks volumes that in just a year Seguin’s participation rate is already higher than the national average,” Keil continued. “We know that our rate will continue to climb as more residents become aware of the ease and convenience of our recycling program.”

During the first year of the program, 1160 tons of recyclable materials were collected from Seguin homes. That’s an average of 96.7 tons per month.

To encourage the continued growth of the program, the City of Seguin is sponsoring an online contest. To participate simply take a “recycling selfie” and post it to Facebook.com/SeguinTX. All you have to do is take a picture of yourself recycling at home. The person who posts the picture that receives the most “likes” by noon on November 17 will receive a prize.

America Recycles Day is a national recognition sponsored by Keep America Beautiful. The day is designed to promote and celebrate recycling in the United States.

“Keep America Beautiful’s America Recycles Day is one day to educate and motivate individuals to recycle more. Recyclable items we use every day, like that cereal box and milk jug in the morning- are recoverable resources that can be manufactured into new and valuable products,” Brenda Pulley, senior vice president of recycling at Keep America Beautiful said. “Together, we can reduce the billions of dollars’ worth of material thrown away each year and work to give that “garbage” another life through recycling.”

Seguin’s single-stream program is administered by Progressive Waste Solutions. Each Seguin resident has been provided a 65-gallon blue recycling container. A list of accepted materials, instructions and collection schedule is available under the “residents” tab at www.seguintexas.gov.



Mayor Don Keil, members of City Council and City of Seguin staff present Progressive Wastes Solutions a proclamation for America Recycles Day.

About America Recycles Day

America Recycles DaySM is a national program of Keep America Beautiful, and is the only nationally recognized day and community-driven awareness event dedicated to promoting and celebrating recycling in the U.S. Since its inception in 1997, communities across the country have participated in America Recycles Day on November 15 to educate, promote environmental citizenship, and encourage action. Learn more at AmericaRecyclesDay.org.

About Keep America Beautiful

Keep America Beautiful is the nation’s leading nonprofit that brings people together to build and sustain vibrant communities. With a national network of community-based affiliates, we work with millions of volunteers who take action in their communities to transform public spaces into beautiful places. Through our programs and public-private partnerships, we engage individuals to take greater responsibility for improving their community’s environment. For more information, visit kab.org, follow @kabtweet on Twitter and like us on facebook.com/keepamericabeautiful.

About the City of Seguin

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational and employment opportunities. Seguin’s robust diversified economy features a steelmaker, a manufacturer of automotive parts, an engine manufacture and plants making roadside mowing equipment and building materials. In 2014, Seguin was proud to be selected by Siro Group USA as the future home of the company’s North American manufacturing facility.

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