

**FOR IMMEDIATE RELEASE:**

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**Maine Recycles Week to be Held for First Time in Over a Decade**

[April 22] MRRRA has joined a diverse group of recycling and solid waste industry leaders, non-profits, municipalities, and environmentalist groups to revive Maine Recycles Week for November of 2021. For the first time in over a decade, November 15 to the 19th will be celebrated as Maine Recycles Week.

During this week, citizens in each community are asked to do their part to raise public awareness toward waste reduction and recycling and promote the purchase of products made from recycled materials.

The recycling industry has been through many ups and downs over the years, and this last year has been rough. We congratulate you on your efforts and success to continue recycling in your area and want to let you know those efforts are greatly appreciated. We hope to spread more awareness of the importance of recycling and increase our efforts in the years to come.

Maine Recycles Week is being held November 15 through November 19, 2021, however the people in Maine have been recycling for 30 plus years or more. Many businesses and industries in the State of Maine embrace an environmentally sound operational philosophy that reflect Maine's citizens' concerns and needs. The thrust of Maine Recycles Week is now to get everyone effectively and efficiently participating in local waste reduction and recycling systems while being mindful of the products they purchase.

The History of Maine Recycles Week

In 1998, the now defunct Maine State Planning Office (SPO) joined 45 other states to celebrate America Recycles Day (ARD). ARD posed as an opportunity for SPO to meet municipal demand for the promotion of recycling at a state level. However, local schools and municipal recycling programs deemed that one day was just not flexible enough to allow for maximum participation.

In response to the feedback, SPO brought together a group of interested people to talk about ARD and how to transform it into an event for Maine. To provide flexibility while still maintaining a sense of unity with the national effort, the group created Maine Recycles Week, a weeklong recycling celebration to be held in conjunction with ARD.

Maine Recycles Week was held annually, for 12 years, from 1998 until 2010. Although Maine Recycles Week was continuing to grow and was becoming more popular year after year, budget cuts took away the funding that made the celebration possible.

Now, thanks to the efforts of Casella, ecomaine, Maine Beverage Association, Maine Resource Recovery Association, Municipal Review Committee, Penobscot Energy Recovery Company (PERC), and many others, Maine Recycles Week will be celebrated again for the first time in 11 years.

Maine Recycles Week is currently developing a steering committee to discuss programming options for the event. If you or your organization would like to participate, please contact [Shelby.wright@casella.com](mailto:Shelby.wright@casella.com).

For more information and updates on Maine Recycles Week 2021, please follow Maine Recycles on Facebook.