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FOR IMMEDIATE RELEASE

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**CITY OF JACKSONVILLE, KEEP JACKSONVILLE BEAUTIFUL
AND SOUTHLAND RECYCLING SERVICES CELEBRATE JACKSONVILLE'S FIRST
"AMERICA RECYCLES DAY"**

JACKSONVILLE, Fla., Nov. 9, 2010 – The City of Jacksonville, Keep Jacksonville Beautiful (KJB) and Southland Recycling Services will celebrate Keep America Beautiful's annual America Recycles Day for the first time in Jacksonville with an event to collect a host of residential recyclable materials at a centralized location. Included in this event is the opportunity for residents to shred old /unneeded documents and give new life to used cell phones and chargers.

WHEN: 2-6 p.m.
Monday, Nov. 15

WHERE: Prime Osborn Convention Center parking lot, 1000 Water St.
The parking lot is located on the west side of the building. Enter the lot from Bay Street. Directional signage will be posted. Residents may either pull through the loop to drop off their materials from their vehicle or they may park and carry them.

WHAT: The City of Jacksonville, KJB (the local affiliate of Keep America Beautiful) and Southland Recycling Services are partnering to collect the items below to help encourage more residents to recycle. Southland Recycling Services is supporting the event by providing equipment to collect the recyclables for processing and a shredding truck to shred documents on-site.

Accepted recyclable materials:

- Cardboard
- Chipboard (cereal boxes, shoe boxes)
- Packing paper
- Junk mail
- Magazines
- Catalogs



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Newspaper
Plastic bottles
Aluminum cans

Materials to be shredded:

Residents are encouraged to bring documents they wish to be shredded. Documents will be immediately shredded on-site at the drop off point. The shredded paper will then be sent to the Southland Recycling Services facility for processing.

Invoices
Credit card statements
Cancelled checks
Bank statements
Tax records or related information (outside of retention dates)
Computer paper
White office paper
Copy paper
Colored office paper
Forms and files
Fax paper
Envelopes

Mobile phones/chargers:

This event will also serve as a collection site for new and used cell phones and chargers. Donated phones are refurbished or recycled by Hubbard House.

No other electronic wastes will be accepted at this event.

IMPORTANT: This drop off event is for Jacksonville/Duval County residents only. Commercial/business recyclables will not be accepted.

Absolutely no liquids or household hazardous will be accepted at this event. Residents may take those items to the city's Household Hazardous Waste Facility at 2675 Commonwealth Ave. Hours of operation are 8 a.m.-5 p.m., Monday through Saturday. The facility is closed on Sunday. For more information or to arrange for special handling of unusual material, call (904) 387-8847.



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BACKGROUND: Keep America Beautiful's America Recycles Day is celebrated each year on Nov. 15. More than a celebration, America Recycles Day is the only nationally-recognized day dedicated to the promotion of recycling programs in the United States. Themed this year, "I Recycle," the celebration focuses on informing and educating; getting neighbors, friends and community leaders excited about what can be accomplished when they all work together; and making recycling bigger and better 365 days a year.

Many of America's leading companies and organizations support recycling through sponsorships and partnerships with America Recycles Day 2010. Sponsors include: American Chemistry Council, Anheuser-Busch, Earth911.com, Disney's Friends for Change, Naked Juice, Nestlé Waters North America, PepsiCo and Waste Management. Partners include: Glass Packaging Institute, Soles 4 Souls, Solid Waste Association of North America and the United States Environmental Protection Agency. In addition to financial and in-kind support, many America Recycles Day sponsors and partners are planning creative programs throughout the country.

To learn more about America Recycles Day, visit www.kab.org and click on "America Recycles Day." Keep America Beautiful is the nation's largest volunteer-based community action and education organization.

To learn more about Southland Recycling Services please visit www.recycleitjacksonville.com.

For more information about Keep Jacksonville Beautiful, visit the city's website at www.coj.net, keyword search "Keep Jacksonville Beautiful" or call (904) 630-CITY.

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