



News Release

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Caltrans, American Chemistry Council and Keep California Beautiful Announce Partnership for Roadside Rest Area Recycling

Partnership announcement coincides with 12th annual “America Recycles Day”

(Sacramento, CA – November 10, 2009) Citing the need for all Californians to work together to reduce litter and keep California clean, state government, the private sector and a nonprofit have formed a partnership to help increase the recycling of plastics and other recyclable materials that are commonly discarded at rest areas. The goal is to help keep recyclable plastics and other materials off of California’s streets and roadways, out of its waterways – and instead get them into recycling bins.

"One of the goals of Caltrans is stewardship - to preserve and enhance California's resources and assets," said Caltrans Director Randell Iwasaki. "Caltrans is committed to keeping California’s environment clean and pursuing every opportunity to recycle. This partnership will educate the public on the importance of recycling."

Coinciding with the celebration of the 12th Annual “America Recycles Day (Sunday, November 15th, 2009),” the partnership is being launched with the placement of new recycling bins and corresponding educational signage at the H. Dana Bowers Roadside Rest Area in Marin County, just north of the Golden Gate Bridge. The partnership will expand to other Caltrans rest stop locations in 2009 and 2010.

"Plastics do not belong as litter on our roads or in our waterways," said Steve Russell, vice president of plastics for the American Chemistry Council. "Many plastics, including much of what will be collected in the new Caltrans bins, are recyclable. We know Californians want to recycle more. This new partnership highlights our commitment to work with government and nonprofit groups to help make our environment cleaner."

Until now, there has not been a widespread campaign that makes it easy for travelers to recycle and, at the same time, discourages them from littering. More than 100 million motorists visit California’s 87 roadside rest areas every year.

"Keep California Beautiful is excited to support this public-private partnership," said KCB Executive Director Christine Flowers-Ewing. "These new recycling bins will allow travelers to help us work towards our goal of making California the cleanest state in the nation."

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The "Plastics. Too Valuable to Waste. Recycle.SM" program with Caltrans is being launched on the heels of another successful partnership between the California Department of Parks and Recreation, ACC and Keep California Beautiful. This partnership has placed more than 500 seasonal and permanent recycling bins at 19 coastal locations in the San Diego, Los Angeles, San Luis Obispo, Monterey and Santa Cruz areas. Additional recycling bins have been placed in the cities of Brentwood and Woodland. For more information, visit the partnership's newly launched web site at www.2valuable2waste.com.

More than 80 percent of U.S. households have access to a recycling program, be it curbside collection or a community drop-off center. While there are approximately 2,100 certified recycling centers in California, many Californians still treat plastics as trash instead of a valuable material that is readily recyclable.

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