



# NEWS RELEASE

OFFICE OF PUBLIC AFFAIRS

Media Contact: Mark Oldfield  
916-319-9942 | mark.oldfield@calrecycle.ca.gov

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## **CalRecycle and Keep California Beautiful Announce 2012 Schools Recycle Challenge** *Contest Encourages School Recycling, Fundraising Programs*

SACRAMENTO -- In commemoration of [America Recycles Day](#), registration is now open for the 2012 Recycle Rex Recycle Challenge. The California Department of Resources Recycling and Recovery (CalRecycle) and Keep California Beautiful (KCB) are co-hosting the contest, which runs through March 15, 2012.

The statewide challenge encourages students to collect plastic and aluminum California Redemption Value (CRV) beverage containers from home, neighbors and throughout the community. At the end of each week, or when it is most convenient for the school, students can redeem their containers at a local recycling center for CRV.

"Beverage container recycling is a simple way for all Californians to do their part to save energy and help conserve natural resources," said CalRecycle Director Carroll Mortensen. "I encourage schools throughout the state to participate in the Recycle Rex Recycle Challenge, which can help teach our youth a lifelong lesson of recycling and environmental protection."

"The contest provides a great opportunity to increase environmental awareness through youth based programs. The Recycle Rex Challenge complements the annual fall recycling competitions we already support, The California K-12 School Recycling Challenge and Recycle.Goal.," said KCB Executive Director Christine Flowers.

The challenge is open to grades K-6. Interested teachers and parents can find more details, rules, and registration information online at <http://keepcabeautiful.org/programs/recycle-rex-challenge.html>. The classroom that recycles the most bottles and cans through March 15, 2012, will be declared the winner on Earth Day, April 22, 2012.

CRV is five cents on containers less than 24 ounces, 10 cents on containers 24 ounces or larger. Consumer information and a recycling center locator are available at [www.bottlesandcans.com](http://www.bottlesandcans.com) or by calling toll-free 1-800-RECYCLE.

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CalRecycle is the state's leading authority on recycling, waste reduction, and product reuse. CalRecycle plays an important role in the stewardship of California's vast resources and promotes innovation in technology to encourage economic and environmental sustainability. For more information, visit [www.calrecycle.ca.gov](http://www.calrecycle.ca.gov).

Keep California Beautiful, Inc. is an environmental education non-profit 501c (3), whose mission is to work together to ignite individuals, state and local governments, communities, and corporate responsibility through strategic initiatives and volunteer action to preserve and protect California's beautiful natural resources for generations to come. KCB forms public/private partnerships and programs that engage individuals to take greater responsibility for improving their community environments. For additional information, visit [www.keepcabeautiful.org](http://www.keepcabeautiful.org).