

PRESS RELEASE

CONTACT

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**DATE**

Wednesday, November 26, 2008

Central Virginia Waste Management Authority

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FOR IMMEDIATE RELEASE

Goochland Resident Wins in Regional Recycling Contest

Richmond, Virginia, November 26, 2008 – Eight residents recycled right in CVWMA's Win with Your Bin recycling incentive contest and received a \$100 prize for their efforts. The winners include Carlos Chacon (Henrico), Charles Lambert (Henrico), James Wallace (Goochland), Renee Clark (Town of Ashland), Kathy Feiring (Chesterfield), Katina Bartal (Chesterfield), Stacie Birchett (City of Richmond), and John Flippen (Chesterfield).

The contest awarded cash prizes to participants in City of Richmond, City of Colonial Heights, Chesterfield County, Goochland County, Hanover County, Henrico County and the Town of Ashland who properly prepared recycling bins set out on their assigned collection day by 7 am. Curbside recycling participants were invited to register for the contest beginning in September.

For four weeks in October, members of CVWMA's staff visited the homes of registered recyclers to examine their recycling bins before collection. If the bins were out by 7 a.m. and properly prepared, the resident received an award certificate for \$100. If the bins were out but contained incorrect items such as plastic bags, styrofoam, carry-out boxes or bottle caps, a flyer was left to educate the resident about the correct way to recycle.

"Our goal was to bring awareness to the curbside recycling program and encourage participation," says Nancy Drumheller, the Authority's Public Information Coordinator. "We wanted to reward those who are already participating in the program and also remind people to recycle properly."

One person was randomly drawn at the end of the contest to receive the grand prize of \$250 and a recycled prize pack. Congratulations to James Wallace of Goochland, grand prize winner.

Approximately 800 homeowners entered the contest. For more information about the CVWMA curbside recycling program, visit www.cvwma.com, or call the Recycling Hotline at (804) 340-0900.

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