



PRESS RELEASE
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Recycle with rePLANET and Earn Big Bucks rePLANET Celebrates America Recycles Week With \$\$\$ Incentives

Corona, CA—Charities will earn green if they go green this “America Recycles Week.” In honor of the nationally recognized holiday, rePLANET is donating extra cash to community groups who join rePLANET’S new rePURPOSE fundraising program. The rePURPOSE system allows community groups to easily raise needed cash by recycling beverage containers at their neighborhood rePLANET facility.

Collecting Cash for Containers is simple. Community groups may join the [rePLANET rePURPOSE program](#) and begin recycling immediately. All community groups that sign up during America Recycles Week (November 8th through November 15th) will receive an additional 20% of CRV deposits on their first recycle drive. *

“America Recycles Week is the perfect time for consumers to rethink recycling habits and for all of us to focus on how we can better protect the environment and improve our communities,” said Matt Millhiser, rePLANET’s Marketing Director.

“rePLANET is committed to that mission and continuously looks for ways to make recycling simple, efficient and lucrative for community groups. This year, we are enhancing those efforts by offering special incentives during America Recycles Week. We look forward to helping charities raise needed cash while protecting our environment for future generations.”

After America Recycles Week, schools and charities can continue to fundraise through rePLANET’s rePURPOSE program. Organizations participating in the program receive an extra 10% of their CRV deposits when they recycle at any of the over 400 rePLANET locations. Non-profit groups throughout California have already raised thousands of dollars through the lucrative fundraiser. Interested groups can sign up or learn more here: http://replanetusa.com/replanet_fundraising.html

* Community groups that sign up for the rePLANET rePURPOSE fundraising program between November 8-15, 2011 will be eligible for the America Recycles Week donation special. The first time the community group recycles at a rePLANET facility, rePLANET will donate an additional 20% of redeemed CRV deposits to the community organization. Example: If volunteers turn in recyclable beverage containers worth \$100 in CRV deposits, rePLANET will donate an additional \$20 to the organization for their first recycling drive. The additional percentage is awarded when participating organizations submit their recycling vouchers to rePLANET’s headquarters. Visit the rePURPOSE website for more information: http://replanetusa.com/replanet_fundraising.html

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About rePLANET:

Since 1999 **rePLANET** has partnered with our customers and communities to encourage recycling while keeping a neighborhood's quality of life high and its property values stable. At our more than 400 centers statewide customers can recycle **CRV** (California Redemption Value) **aluminum, glass** and **plastic containers**. All centers are state certified and meet requirements for supermarkets and other beverage retailers to comply with the state of [California's Beverage Container Recycling Law](#).

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