



PRESS RELEASE
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***rePLANET Launches “Show Us Your Recycle Style” Video Challenge
California high school groups will compete to win \$500***

Starting October 1st, rePLANET is launching a 30-day student video challenge to increase recycling awareness among California youth. The contest asks California high school groups to show their “Recycle Style” in a 1 to 3 minute video highlighting why recycling is important and how it benefits the community.

The winner will be announced on November 15, 2011, when people across the United States celebrate America Recycles Day. The winning group will receive a \$500 Visa gift card and their video will be featured on the rePLANET website.

The contest, organized by rePLANET, California’s largest collector of aluminum cans and plastic bottles, is designed to boost recycling efforts among California’s youth.

“Today’s high school students are tomorrow’s leaders. Offering them opportunities to incorporate healthy habits and environmental stewardship today will encourage them to take responsibility for a world that will soon be under their guardianship,” said Matt Millhiser, Director of Marketing for rePLANET.

“That’s why rePLANET is so pleased to introduce this exciting recycling video challenge for California high school students, a program that encourages and rewards creative approaches to recycling. We hope students enjoy the contest and create videos that inspire others to follow their lead by recycling all beverage containers.”

The rules are simple:

- Videos must be uploaded to Youtube.com and submitted through www.replanetusa.com between October 1, 2011 and November 1, 2011.
- The video must be 1 to 3 minutes long.
- All participants must be in grades 9-12 during the 2011/2012 school year.
- Submissions must be from a California high school student group, club, sports team or church youth group.

Complete rules can be found at www.replanetusa.com.

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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