



# Carrollton Becomes First City in Texas to Bring Residents RecycleBank

CARROLLTON—October 25, 2008—The City of Carrollton in partnership with Allied Waste is the first to offer RecycleBank®, a groundbreaking way to recycle, to the residents of Carrollton. By offering RecycleBank to their customers, the average household in the program can expect to earn hundreds of dollars in reward value each year through their recycling efforts, dramatically increasing recycling rates all along the way. During these tough economic times, who wouldn't want to be rewarded for recycling; especially with valuable offerings like groceries, gift cards and so much more?

Here's how it will work:

- ID tags will be attached to existing recycling carts during the weeks of October 27 through November 21. During this timeframe, you must place your recycling cart curbside on your normal collection days, even if empty, and leave it out all day so Allied Waste can accomplish this task. Each ID tag has its own individual number and will associate your cart to your address, allowing RecycleBank to track your recycling efforts so that your household can start earning rewards.
- Beginning December 1, you can earn RecycleBank Reward Points for your recycling efforts. Similar to frequent flier programs, the more you recycle, the more RecycleBank Points you earn.
- With the implementation of this new program, collection of your waste and recycling materials is changing beginning December 1. Trash will be collected in the morning on your normal collection day and your recycling will be collected that same afternoon.

Recycling by Allied Waste will resume on your normally scheduled recycling pick up day. The trucks will read your ID tag, recognize that your household has recycled and transmit that information to RecycleBank. Your account will then be credited with RecycleBank Points based on how much recycling has been picked up from your neighborhood route. You will be able to go online to RecycleBank.com, log into your personal account and redeem your RecycleBank Points for rewards. For those who prefer a friendly voice, they can call RecycleBank's Customer Care line toll free at 1.888.727.2978.

Currently, RecycleBank has more than 400 local and national reward partners dedicated to their mission of encouraging communities and households to recycle. National partners include Target.com, CVS/pharmacy, Coca Cola and Kraft Foods. Local reward partners include Little Gym, CD Addict, Super H MART, Firehouse Subs and dozens of other Carrollton retailers and restaurants.

Participating residents will soon receive a RecycleBank Activation Mailer to further describe the rewards program and assign the household their account number. You must activate your RecycleBank Account in order to start accumulating Points and reaping the rewards. Residents will receive 40 bonus RecycleBank Points just for activating their account! It's a WIN-WIN for your family, the local businesses, the City of Carrollton and the environment.

For more information, visit RecycleBank.com or call Allied Waste Services at 972-422-2341.

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